

First in the Laundry Industry Since 1893

Tall in the saddle: Frank Fite, Jr., uses a rented airplane in one phase of his search for a suitable quick-service drive-in plant site in Tyler, Texas. See page 12



Your
shirts are
your
showcase



You can't take comfort from your starch job until he does, too

No use relaxing until shirtwork volume shows you're getting them *back*. The man who wears the shirts is hunting for a starch job that keeps him looking *fresh*, feeling *comfortable* all day long.

That's your cue to get, or keep, his business. Size with VELVET RAINBOW to give him *exactly* what he wants . . . crisp pliability in collar and cuffs, the soft ease he demands in the body.

Visibly better shirtwork, faster finishing . . . with VELVET RAINBOW costs less than one penny for every five shirts. Call your jobber today.

• • •

Ask your jobber about Huron's free newspaper mats and other promotional materials which are designed to help you sell *your* professional laundry service to the public.

VELVET RAINBOW STARCH

GUARANTEED
50% VELVET WHEAT

THE HURON MILLING COMPANY Executive Office: 3101 N. WOODWARD, P. O. BOX 9, ROYAL OAK, MICHIGAN
Sales Offices: 9 PARK PLACE, NEW YORK 7; 161 E. GRAND AVE., CHICAGO 11; 383 BRANNAN ST., SAN FRANCISCO 7;
607 SECOND NATIONAL BLDG., CINCINNATI 2. Factories: HARBOR BEACH, MICHIGAN.





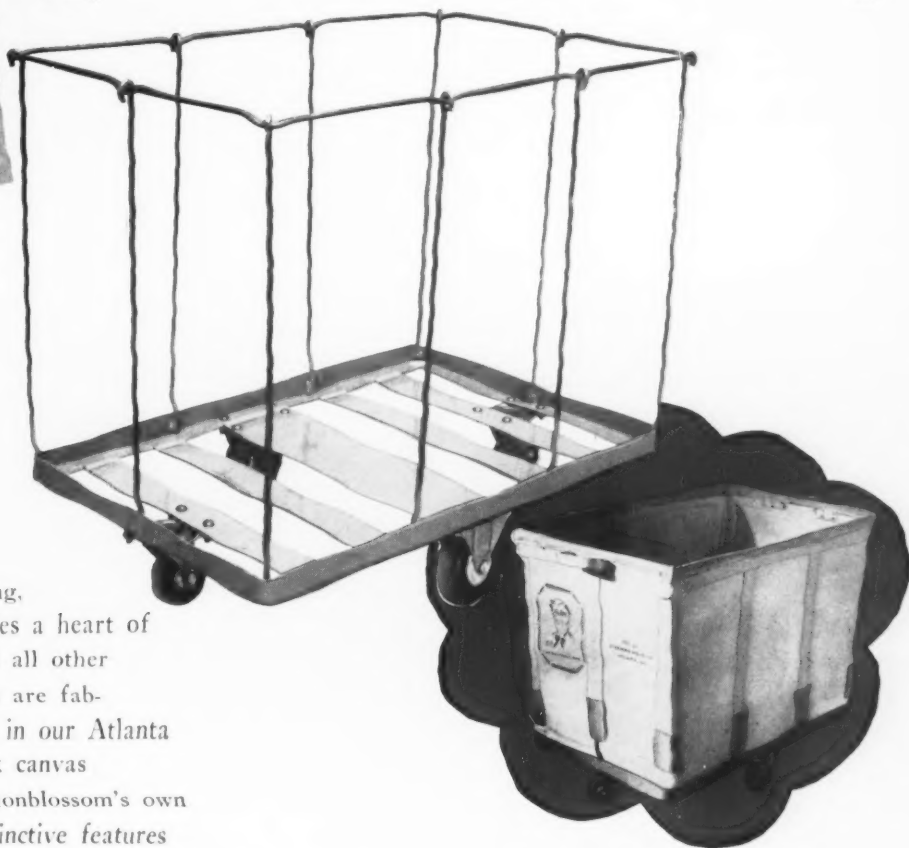
*The sturdy all-steel frame construction of
COTTONBLOSSOM*

baskets, trucks and hampers

proves---

Beauty

is more than skin deep!



Under the good-looking, canvas-covered body lies a heart of steel! This model and all other Cottonblossom baskets are fabricated and assembled in our Atlanta plant. The heavy duck canvas is woven on Col. Cottonblossom's own looms. Notice the distinctive features of the frame: rounded corners to insure against snagging, securely fastened casters and uprights welded to an all-steel bottom.

No. 30 General Utility Truck

*Order from your favorite
supply jobber today!*

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10-103 Merchandise Mart, Phone Delaware 7-5193, CHICAGO 54

1641 South McGarry Street, Phone Richmond 7-0261, LOS ANGELES 21

1627 West Fort Street, Suite 515, Phone Woodward 1-9673, DETROIT 16

4924 Greenville Avenue, Phone Forest 8-4377, DALLAS 6

233 Broadway, Phone Beekman 3-9260, NEW YORK 7



COTTONBLOSSOM

Laundry Textiles

Sold by Distributors

Everywhere

Starchroom

LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

VOL. LXIII, NO. 11

NOVEMBER 15, 1956

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The Water Course

We were recently reproached by a party for making such "a big thing" of the water problem.

We thought about this criticism as we passed a number of "Irrigation Permits" posted in front of some of Denver's fashionable homes on the way to the airport. There was no snow in the mountains yet, needed to feed the streams that watered that city.

We thought about it some more as we flew over the dried-out water courses and vast stretches of parched landscape of the Texas Panhandle where some folks have complained of drought for the past seven years. We didn't see any evidence of it in Amarillo but we heard again that salt-free drinking water was being sold at 50 cents a gallon.

The Dallas-Fort Worth area appeared green enough from the sky, but there was some talk that the available water supply would be used up after the first of the year. (Dallas is already at work on the first phase of a long-range water program—the development of the Iron Bridge reservoir on the Sabine River to give the city an additional 160 million gallons of water a day.) Meanwhile, the Dallas Times Herald daily carries a front-page box score on the water situation. For October 11 it read:

Supply now	13,100,000,000 gallons
Year ago	41,400,000,000 gallons
Wednesday use	101,098,000 gallons
Use year ago	78,470,000 gallons
Normal rain	27.69 inches
Rain to date	14.14 inches

The laundry plants in these areas still get enough city water. The main complaint is water hardness. It used to be 4 grains; now it's up around 14 grains.

Admittedly, this is the situation in only one part of the country. What about other areas? We thought about the problem again in relation to laundry waste disposal—which is a part of the water problem—in Ohio, Florida, West Virginia, etc.

And we thought about it further in terms of home-washer and air-conditioning use, population growth, industrial and agricultural needs, stream pollution, concern over receding ground water tables. . . .

Actually, no one can say with any degree of certainty that nature will not replenish the dwindling supply. We do know, however, that there is an increasingly greater demand for clean water and it will pay us in the long run to use it wisely now.

—Henry Mozdzer

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Best for
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colors:

Comes in choice of
six colorfast stripes:

RED • GREEN • GOLD
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and all WHITE

GROMMET GRIP

New plastic-reinforced grommet
adds life to nets; permits quick
pinning; nets open to full width.

THEY'RE GIBRALTARIZED —

This means they're pre-shrunk to retain
shape and size for life of net.

KNITTED, HEAVY CONSTRUCTION —

for long life and rough handling.

GUARANTEED NOT TO OPEN AT SEAMS —

double-sewn with overlock and lock stitch.

SIZE FOR EVERY NEED —

14 x 20	21 x 36	21 x 33	28 x 36
18 x 30	24 x 36	30 x 40	

*There is no better net on the market
at any price.*

*All Gibraltar Products are sold by
leading distributors everywhere.*

GIBRALTAR FABRICS, INC.

254 - 36th Street, Brooklyn 32, N. Y.

Coming in March!

GUIDE TO SALES CONTROL FOR GREATER PROFITS

National Cleaner & Dyer's 1957 Guidebook of the Drycleaning Industry

"How can I . . .

cut customer turnover?

stack up bigger net profit?

protect myself with a better inventory system?

stop pilferage?"

If you're faced with finding the solutions to these and scores of other tough problems, each vital to building business and income, you'll welcome NATIONAL CLEANER & DYER's 1957 Guidebook Issue, coming in March.

For the first time in the industry, NATIONAL's big annual volume—"Guide to Sales Control for

Greater Profits"—will give you the simple, scientific methods you need to attract and hold customers . . . organize your systems and procedures to protect yourself against loss . . . train and check on route and store personnel . . . and keep records that tell you today's and tomorrow's profit story at a glance!

In down-to-earth terms, easy to read and apply, with lots of clear working pictures, charts and graphs, here are the chapters that will help you plan and operate a sound sales control program *designed to produce highest net earnings per income dollar:*

I. SALES CONTROL as it applies to your CUSTOMERS

- *how to hold present customers*
- *how to get new customers*
- *how to induce former customers to come back to you*

II. SALES CONTROL as it applies to your SALES FORCE, ROUTES AND STORES

- *how to ensure proper cash turn-ins, eliminate theft*
- *how to set up a tamper-proof inventory system*
- *how to tighten sales slip procedures*
- *how to adapt identification to sound sales control*
- *how sales control improves deliveries and services*

III. SALES CONTROL as it applies to you as MANAGEMENT

- *how to gear simple accounting to sales control*
- *how sales control helps settle claims*
- *how to base advance planning on sales control*

NATIONAL's 1957 Guidebook EXTRA:

PRE-COVERAGE OF THE N. I. D.'s ANNUAL CONVENTION

Program highlights, lists of exhibitors, and a practical floor plan of display booths will be in this feature designed to help you make the most of your time in Atlantic City, March 7 through 10 . . . and in display advertising, you'll find the equipment and supplies manufacturers will be exhibiting and introducing at the show.

NATIONAL's 1957 GUIDEBOOK ISSUE WILL REACH YOU BEFORE THE SHOW BEGINS!

PLUS THE INDUSTRY'S ONLY COMPLETE, STANDARD BUYER'S GUIDE

NATIONAL's big 1957 Guidebook brings you the only buyers' directory available to the field—more than 130 pages—listing thousands of items of helpful buying information—where-to-do-business facts you can use day-in, day-out for 12 solid months.

For example,

CLASSIFIED DIRECTORY—listing all kinds of drycleaning equipment and supplies *by product* . . . with manufacturers of each . . . A CONSTANT, EASY - TO - USE, READY REFERENCE ON WHO MAKES IT AND SELLS IT

TRADE NAME DIRECTORY — alphabetical listing of *trade name products* and their manufacturers . . . A QUICK MEANS OF TRACKING DOWN THE SOURCE OF "TRADE NAME" EQUIPMENT AND SUPPLIES

MANUFACTURERS' DIRECTORY —alphabetical listing of manu-

facturers and their home office addresses . . . **FULL INFORMATION ON WHERE TO CONTACT COMPANIES LISTED IN THE CLASSIFIED AND TRADE NAME DIRECTORIES**

LOCAL BUYERS' GUIDE — geographical listing of manufacturers' branch offices, distributors and jobbers . . . with addresses . . . arranged by states and cities . . . A PRACTICAL DIRECTION-FINDER FOR CONTACTING THE NEAREST SOURCES OF EQUIPMENT AND SUPPLIES

DETAILED BUYING INFORMATION—supplied in display ad-

vertising and in informational ads throughout the Classified and Geographical Sections . . . PROVIDING AN OPPORTUNITY FOR LEADING MANUFACTURERS AND SALES ORGANIZATIONS TO STATE SPECIFICS ON THEIR EQUIPMENT, SUPPLIES AND SERVICES

AND YOUR OPERATING GUIDE —page after page of charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Up-to-the-minute reference material for day-in, day-out easy application by all plant executives

and THE GUIDE TO SALES CONTROL FOR GREATER PROFITS!

NATIONAL CLEANER & DYER

ABC-ABP

First in the Drycleaning Industry Since 1910

305 East 45th Street, New York 17, N. Y., OREGON 9-4000

Business Papers Division, The Reuben H. Donnelley Corporation

load it...flip the switch...

washes...extracts...



The new, 50 pound Braun Unit Wash, combination washer-extractor, shown at right, has been perfected to fill an important role in the laundry industry. Designed especially to handle the fugitive and re-runs of the larger laundries, its compact size and easy operation make it perfect for quick-service shirt units, and to fill the laundry needs of the textile industry. The 50-pound Unit Wash features the same sturdy construction and precision design which has earned Braun combinations their reputation for quality and economy.

come back in 50 minutes
shakes out...in one automatic operation

BRAUN UNIT WASH

combination washer-extractor

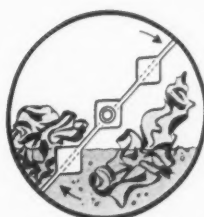
Slash Labor Costs with Braun Washroom-Automation! You flip the switch... Braun Unit Wash does all the rest! Switching automatically from wash, to extract, to rinse, to shake out, it repeats any phase, injecting supplies, and controlling quantities and temperature of water.

Less than 50% water retention after extraction. Now the washman has 50 uninterrupted minutes to devote to other productive work—he doesn't have to return to add supplies, check the water or start and stop each operation. And the back-breaking loading and unloading of heavy bundles of dripping-wet wash is eliminated, too, because Braun Unit Wash delivers sparkling-clean, over 50% extracted wash ready for the dryer or the ironer with no further processing.



Triple-Star Washing Action builds quality to an ALL TIME HIGH! Here's the secret to Braun's phenomenally high whiteness retention, with no loss of tensile strength. At left, above the partition, the clothes are

tumbling over the specially contoured ribs of the center partition for a thorough washboard action. At the same time, the rest of the wash is swirling through the solution to dissolve and suspend soil particles. At the right, the wash has been given the gentle impact of a big, 44" drop, that



loosens and breaks up stains. On the other side of the partition, gravity and centrifugal force squeeze the wash against the cylinder wall for maximum penetration of the fibers.

Braun combines "Tailored Automation" and "Triple-Star Washing" to bring you these EXTRA SAVINGS:

Save Space—compact construction takes less than half your present washroom space.

Save Time—Faster, regular wash cycle means better work scheduling.

Save Water, Supplies—Unit Wash uses less than half the water and supplies needed by old-type machinery.

Save Repair Bills—Extra-heavy, precision construction means longer, trouble-free life, fewer shutdowns. Quick service from Braun's expert Service Staff, too.

Braun Unit Wash is available in 35, 50, 100 and 200 pound capacities, each of which can be equipped with manual or semi-automatic controls, in addition to the fully automatic. Braun Unit Wash, in single and multiple installation, is matching the requirements of every type of laundry operation.

WRITE TODAY for full information

G. A. BRAUN, INC.



Pioneer in Automation

461 E. Brighton Ave., Syracuse, N. Y.

G. A. Braun, Inc., Dept. 211
 461 E. Brighton Ave.
 Syracuse, N. Y.

☐ Rush full details about automation for the washroom.

☐ Have a representative call.

Name.....Title.....

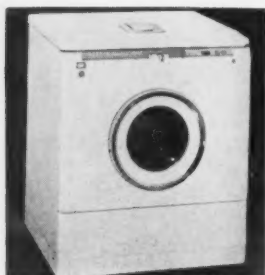
Company.....

Address.....

City.....Zone.....State.....

NEW PRODUCTS and LITERATURE

Bendix Heavy-Duty Washer



A new automatic heavy-duty washer with a 16-pound capacity, the Bendix WEC, has been developed by the Commercial Laundry Division, Bendix Home Appliances Division, Avco Manufacturing Corporation, 1329 Arlington St., Cincinnati 25, Ohio.

The large-capacity Bendix WEC employs a 25-inch cylinder with four scrubbing baffles, giving tumble action. After hot or warm water has been selected for the wash cycle, WEC is automatic from preliminary soak to final spin. Automatic extraction spin reduces water retention, giving a damp-dry lightweight bundle on completion of the laundering. The complete operation is controlled by timer and thermostatic water valve.

A front-loading unit, the machine measures 30 inches wide, 26 deep and 36 high. It operates with a 1/2 hp. motor, on 115-volt alternating current.

To promote this machine,

Bendix distributors are offering a trade-in on old washers for the purchase of a WEC.

More information may be obtained by writing to the company.

Whitehouse Dacron Net

Dex-knit, an all-Dacron knit net claimed to be virtually unaffected by bleaches, has been developed by Whitehouse Nylon Products. According to Jack Osborne, sales manager of the firm, the knit construction permits a ready flow of the washing solution through the net for easy and efficient washing operations. Dex-knit nets come in all popular sizes.

For full information on this product write to Whitehouse Nylon Products, 360 Furman St., Brooklyn 1, N. Y.

Herman Routemaster



Herman Body Company has produced the 10-foot Routemaster on a standard stripped forward-control chassis. Vertical sides and rear walls and the slightly curved roof provide plenty of load space. The body measures 80 inches wide and 70 inches high.

The Routemaster features a wrap-around windshield, fluted skirts, drip molding and double-channel rear bumper. It can be effectively used to carry through the advertising message of the laundry to the doorstep of the housewife. Available in three sizes, 8 feet, 10 feet or 12 feet long behind the driver, the Herman Routemaster has optional rear doors, locks on the doors, painting and other features.

Literature may be obtained

from the motor truck dealer who sells Herman bodies or from Herman Body Company, 4400 Clayton Ave., St. Louis 10, Mo.

One-Girl Shirt Unit



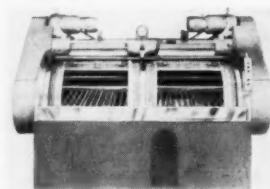
A new electrically heated one-girl shirt finishing unit has been introduced by the Unipress Company. Ira C. Maxwell, president of the firm, states that the electrically heated heads and bucks are specially designed to insure an even distribution of heat throughout the entire ironing surface. Temperature can be regulated by dial control. The unit is air-operated and maintains fully automatic pressure to minimize pressing time.

Suitable for smaller plants not having steam equipment, the Unipress unit consists of four machines: a Model EBB press which finishes the bosom and body in four lays; a Model ECCY press which finishes the collar, cuffs and yoke in two lays; one Model ESF electrically heated double sleeve which finishes both sleeves in one lay, and a Model FM automatic folding table.

The unit is simple in design, is available in several decorator colors and utilizes a minimum amount of floor space.

Additional information about this product is available from the Unipress Company, 2800 Lyndale Ave. So., Minneapolis 8, Minn.

Qwik-Out Unloading Washer



Super Laundry Machinery Company is now offering its new "extra-loads" Qwik-Out open-type unloading washer. The compact unit is claimed

to perform at peak efficiency in a minimum of space. Pocket design allows work to drop the maximum distance during the washing operation. Super Laundry engineers report that the new machine has efficient cylinder design, full-length round-nose lifting ribs (626 smooth embossed perforation per square foot) and properly timed reversing controller.

Removable Qwik-Out lightweight horizontal unloading partitions are said to reduce operator effort and fatigue. The operator places aluminum partitions in the compartments, closes doors and turns the cylinder one-half turn. All work is deposited on top of partitions where it can be easily reached and dropped into the extractor basket. The firm also reports that it is offering a trade-in allowance on the new washer in order to introduce the product.

For further details and free descriptive literature, write to Super Laundry Machinery Company, P. O. Box 307, St. Joseph, Mich.

Alligator V-Belt Holder



A new tool for applying Alligator V-Belt Fasteners to open-end V-belt has been announced by Flexible Steel Lacing Company, 4607 Lexington St., Chicago 44, Ill. This handy pocket-size V Fastener Tool enables the user to make up V-belts of any length quickly.

This new tool or holder, as it is called by the manufacturer, is made for B and C section V-belts. With other items on the Alligator V-Belt Fastener line, it is included in Bulletin V-219, available from the manufacturer.

New Philadelphia Quartz Data Sheet

Philadelphia Quartz Company has issued a new page to its Question & Answer Book on Washroom Problems. As Data Sheet #51, the discussion deals with "What Is the Value of Test Pieces?" Test pieces are important as the only measurement of efficiency in the laundering operation and as a way

Continued on page 86

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

**Replaces operators and sets
new highs in production...**



**...with two *Troy* fleximatic
AIR-JET® folders**

Atlantic City, New Jersey — Steelman's Laundry went all the way in mechanizing its flatwork finishing department by installing two Troy Fleximatic *Air Jet* Folders. Mr. Harold Steelman, owner, reports a substantial increase in flatwork production, even with transfer of girl receivers to other jobs.

There are two big reasons why Troy Fleximatics keep making good news like this for laundries. First is the automatic "brain"

that times as many as four articles at once — remembers the measurement of each piece — from 18" to 108" — and how to fold it. Second is the *Air Jet* feature itself, that eliminates all the troubles of folding blades and clutches.

Many other features help to make this folder practical and profitable for laundries of nearly any size. Send the coupon today — get the full story.

Troy

LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

"World's oldest builders of power laundry equipment"

TROY LAUNDRY MACHINERY, Dept. SLJ-1156.
Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

YES, please send Catalog YF-31-55 with full information on the Fleximatic *Air Jet* Folder.

ORGANIZATION

ADDRESS

CITY

ZONE

STATE

NAME AND TITLE

Starchroom Editorial

A.I.L. to poll industry

This month the nation's laundrymen will have the chance to make a valuable contribution to the industry. It won't take much time and it doesn't cost a penny.

Following a recommendation by the American Institute of Laundering's management, the board of directors has directed that a survey be made of all the Institute's services and activities. Its purpose is to evaluate the job now being done with the idea of pruning out dated and adding new services which will enable it to do an even better job in the future.

This is an industrywide survey. It is not restricted solely to AIL members. Each AIL director is charged with the task of mailing the questionnaire to the laundries in his respective district. If, for some reason, you do not receive a questionnaire and would like to cooperate in this survey write to AIL's membership department, Joliet, Illinois, for your copy.

The questionnaire is divided into 15 parts pinpointing the services, publications and activities currently offered. The laundryman may make his appraisal simply by checking off one of a series of boxes indicating various degrees of acceptance. While the check-off method offers a quick way to complete the survey, the laundryman is encouraged to write in ideas and comments in a space provided for that purpose.

If you would like to see some changes made, now is the time—as Lou Bellew says—"to tell them what in the AIL you want."

More research is bound to be one of the suggestions offered by laundrymen answering the survey. Especially after the eye-opening presentation made at the AIL convention in Denver. We are certainly a long way behind other industries in the race of mechanization. (One industrial engineer says we are 50 years behind the times in automation.)

In making this suggestion, we think laundrymen can make a valuable contribution by indicating the type of equipment they want or the particular features of a machine that they think can be improved. Since it is the plantowner who ultimately uses the product, he is, after all, the one best qualified to recognize its limitations.

Further assistance can be offered by suggesting areas of exploration which may help pinpoint a particular research project.

One such area might be the development of new cold-water formulas which would reduce the heating of large quantities of water. Or there might be some suggestions as to how methods used by other industries might be adopted by the laundry.

The new school program at AIL which enables students to take a ten-week course in laundry management in two-week doses is a tailor-made educational program, designed as a result of a similar survey made by the management several years ago. It represents an important development which might not have come about had the plantowners not expressed their interest in such a program.

It is quite possible that some similar solution might be worked out for plants that would like to have deserving employees take

such a course but that cannot afford to send them to Joliet for instructions. One possible suggestion might be the establishment of a correspondence course to cover different production techniques. It's possible that such courses could somehow be tied in with the Institute's regional conferences.

A code of behavior for executives is proposed by Lawrence A. Appley, president of the American Management Association, in the association's monthly newsletter *Management News*. It might well be nailed to the bulkhead right below those "Think" signs:

1. Identify the people of an organization as its greatest asset.
2. Make profit in order to continue rendering service.
3. Approach every task in an organized, conscious manner so that the outcome will not be left to chance.
4. Establish definite long- and short-range objectives to insure greater accomplishment.
5. Secure full attainment of objectives through general understanding and acceptance of them by others.
6. Keep individual members of the team well adjusted by seeing that each one knows what he is supposed to do, how well he is supposed to do it, what his authority is, and what his work relationships with others should be.
7. Concentrate on individual improvement through regular review of performance and potential.
8. Provide opportunity for assistance and guidance in self-development as a fundamental of institutional growth.
9. Maintain adequate and timely incentives and rewards for increase in human effort.
10. Supply work satisfactions for those who perform the work and those who are served by it.

Note that all but two of these rules directly involve human relationship—something mechanization cannot improve or supplant.

10-Bin Unit
B29-1010 H

Save \$1,000 Annually
(and 50% of sorting time)
per Shirt Unit!

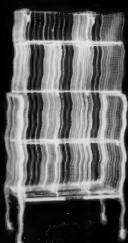
**SORT at
the FOLDER**

with **BISHOP**

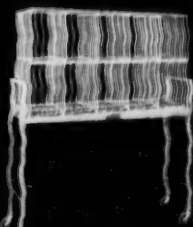
SHIRT-BIN UNITS
for Any Lot System

A SIZE FOR EVERY BUNDLE LOT . . . 10-BIN, 15-BIN AND 20-BIN

TWO 10-BIN TYPES



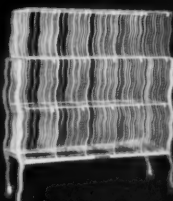
three bins wide



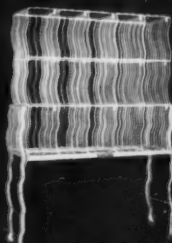
five bins wide

↑
A
D
J
U
S
T
A
B
L
E
↓

15-BIN

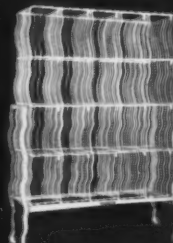


from 13" above floor... to 37" above floor

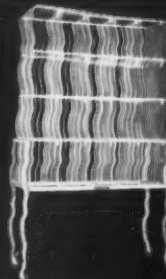


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20-BIN



from 13" above floor... to 37" above floor



ALL FOLDER-SORTING SHIRT-BIN UNITS ARE ADJUSTABLE TO ANY TABLE HEIGHT

10-Bin Unit
B29-1010 W

**OPERATOR SORTS
AS SHE FOLDS...**

**BUNDLES ARE
THEN READY
FOR WRAPPING**

Bid goodbye to the shirt-sorting department . . . its labor, its space, its walking and handling. Stop mix-ups, losses, service delays. Now your folders can do the sorting—faster, better, more economically, and give you 50% more sorting—with Bishop Folder-Sorters. You save at least one handling per shirt. Bundles go direct from folder to checker-wrapper without in-between handling that causes losses and breaks down quality. With a Bishop 10-Bin, 15-Bin or 20-Bin Folder-Sorter at each shirt table, your folders sort as they go—without loss of folding production, with fewer sorting errors—and cut hours per day from bundle-processing time.

MODELS & PRICES	1 or 2 UNITS	3 to 5 UNITS	6 UNITS or more
FOR SHIRTS ONLY (BINS 10" WIDE, 15" HIGH, 18" DEEP)			
10-Bin Unit, Model B29-1010H	\$77.50 ea.	\$76.00 ea.	\$74.50 ea.
10-Bin Unit, Model B29-1010W	79.50 ea.	78.50 ea.	76.50 ea.
15-Bin Unit, Model B29-1510	97.50 ea.	95.50 ea.	93.50 ea.
20-Bin Unit, Model B29-2010	112.50 ea.	110.00 ea.	107.50 ea.
FOR SHIRTS & WEARING APPAREL (BINS 13" WIDE x 15" x 18")			
10-Bin Unit, Model B29-1013H	88.50 ea.	87.00 ea.	85.00 ea.
10-Bin Unit, Model B29-1013W	89.50 ea.	87.00 ea.	85.00 ea.
15-Bin Unit, Model B29-1513	105.00 ea.	102.50 ea.	99.50 ea.
20-Bin Unit, Model B29-2013	119.50 ea.	117.50 ea.	115.00 ea.

©1956 BDF CO.

Bishop David Freeman Co.



Fite's flight gave him a bird's-eye view of the city's traffic patterns in the late afternoon, while early-morning roadside surveys revealed volume of auto traffic and some interesting facts about the public he hoped to serve

How To Choose a Location

**Laundryman conducts personal air and road survey
to locate site for quick-service drive-in plant**

AERIAL RECONNAISSANCE may be pretty much old hat in military circles but it isn't every day one hears of it being used as a valuable tool in the laundry industry.

Frank Fite, Jr., for one, found the bird's-eye view afforded from a rented airplane particularly helpful in choosing a site for his quick-service drive-in plant in Tyler, Texas.

By HENRY MOZDZER

Coming from Beaumont (where he formerly had an interest in a laundry) Mr. Fite knew little about Tyler except that it struck him as a wonderful place to settle and go into business. It was a clean, alert and prosperous city of 50,000. It had an abundant supply of water and its prospects for

future growth seemed especially bright. Early this year, he moved his family in and began looking for a business site.

In the back of his mind Mr. Fite knew the kind of plant he wanted and approximately where he'd like to build it. It would be a cash-and-carry operation with off-the-street parking facilities, offering both laundry and dry-



Fite's site is near two shopping centers, less than two miles from midtown Tyler. Pastel colors, changeable roadside sign draw attention (and business) to brand-new \$75,000 plant, opened this past summer

cleaning services. It had to be located somewhere near a shopping center and close by a residential district on a road leading to the center of town.

In the course of his search he learned of several available locations. The problem then was to pick the one best suited for this type of operation.

Straight traffic counts help, of course, in determining the volume and direction of traffic past a location, but Frank Fite wanted to know much more about the public he was to serve.

His quest for information led to many discussions with local business men and took him into the air, the highways and the public record office before the final decision was made.

Value of air survey

What can you learn from the air that you can't learn from studying a city map? Mr. Fite grew familiar with the most heavily traveled arteries of Tyler, but he was particularly interested in studying the traffic flow past each location during peak hours (between 4:00 and 6:00 p.m.) when call-office business might be expected to be at its heaviest. An airplane lends itself to this purpose since it offers a commanding vantage point from which all potential sites can be observed at a glance.

Mr. Fite rented a plane and had the pilot circle the city during these hours.

The air view provided a visual check of traffic patterns, gave some indication of the relative popularity of various shopping centers, and singled out the thickly populated sections of the community—information which city maps do not reveal.

Tips on counting traffic

On narrowing the field down to two potential sites, Mr. Fite conducted a personal roadside survey to determine the potential of each location. These studies were made for three hour periods between 7 and 10 o'clock in the morning when a large percentage of

Continued on page 16



Billboard offer draws wide attention in Austin, Texas, to Travis Laundry's shirt laundering service

... and Develop It—Texas Style

**Sales-conscious laundryman stimulates action
with a variety of attention-getting devices**

THE RESPONSIBILITY of management, it is assumed, is greater in the drive-in operation than it is in the truck or route plant. I speak primarily of the responsibility for the ever-increasing dollar volume. One of the most important problems that management is faced with is sales, and the responsibility for the success of the sales program is less easily delegated in the drive-in operation and remains constantly the direct problem of management.

By TRAVIS LaRUE
Travis Laundry, Austin, Texas

In a conventional plant where the sales volume is maintained or increased by truck routes, management has the services of several routemen and a route supervisor whose primary responsibility is to increase plant sales. In almost all instances these men are motivated wholly or in part by incentive pay.

This situation does not exist in the

drive-in plant. Management has no one with whom to share the problem of an increase in sales. It must, therefore, depend upon point-of-purchase advertising, bundle inserts, direct mail, newspaper, radio, TV, telephone.

It has been said that there are many good plant operators in the textile maintenance field, but few good merchandisers. Good merchandising is needed in a route plant, but is a necessity in a drive-in plant.

A survey conducted by one of the

DO YOU NEED CLOSET SPACE
Have Your Winter Woolens Cleaned At—
TRAVIS LAUNDRY & CLEANERS

At No Additional Charge. We Will Moth Proof,
Put in Plastic Bags and Hold Until Called For in September.

FREE - FREE - FREE
MARCH 1st - MARCH 31st

FIRST PRIZE — 1 Year Economy Finish Laundry Service
SECOND PRIZE—1/2 Year Economy Finish Laundry Service
16 ADDITIONAL PRIZES OF
1 YEAR EACH ECONOMY FINISH LAUNDRY SERVICE

KEEP THIS BLOTTER—IT'S VALUABLE

Upon presentation of this Blotter at our plant, 12th and Red River Streets, we will present you with 5 additional coupon cards and you will be well on your way to your first deck of cards—and perhaps the LUCKY JOKER!

12th and Red River Streets

TRAVIS LAUNDRY
12th & RED RIVER

CARD
OUTERMAN

Sales stimulators such as contests, playing cards and special offers are part of the company's continuous campaign

national supply houses and the American Institute of Laundering found that 45 percent of the customers trade at a particular plant because it is convenient. However, even if your plant is one of the "inconvenient," given enough incentive the customer will still go out of his way for your service. Some of the methods that we



The accompanying address was presented at the American Institute of Laundering's 69th Annual Convention in Denver, Colorado.

Travis LaRue cut his teeth in the laundry business at his father's plant in West Texas. He owned and operated his own laundry and drycleaning plant before going into service in World War II. And built a brand-new plant, with his brother, in the postwar years.

Mr. LaRue is a director of the Texas Laundry and Cleaning Association. He spends his "spare" time ranching and farming and is also a member of the Military Reserve.

have used to create this interest are as follows:

1. Shirt Movie on TV

We used television for the first time last year. A motion picture study was made of our new cabinet shirt unit and was shown weekly to the TV audience. The results were good and we received more than the normal amount of comment. To further advertise the acquisition of this new equipment and the quality of service it produced, we used bundle inserts, radio, newspaper and outdoor advertising.

2. Finish Service Contest

Another method used to increase laundry sales this year was our Economy Finish Service Contest. A drawing was held before the TV audience and the winners received a total of 34 months Economy Finish Service. This service is sometimes called "Rough Dry" or "Fluff Wash." The Economy Finish Service is one of the easiest services to produce and we found that the winners brought in enough of our other services to pay for the free service.

3. A Shirt for a Button

Outdoor advertising has been used for about three years and has become one of our standbys. We use a 10-by-40-foot bulletin board. This is located on a state highway near a military installation. An example of how this type of advertising can be used is the familiar "Button Campaign." We used it in the conventional manner for over a year, but when interest began to lag we revived it in this way. The customer gets a \$3.95 Arrow shirt free if we return a laundered shirt with a button missing. Instead of giv-

ing the customer the usual free service on 10 shirts and a suit, we give him a \$3.95 Arrow shirt that costs us \$2.75 through our state association.

We have found the customer is more pleased with the gift of the shirt than he was with the service, even though to us they are the same value. *The average cost is one shirt per week, and the customer is more inclined to discuss the new shirt with his friends than he was the free service.*

4. Free Storage

Another advertising medium used to good advantage this year was the bundle insert which told of a new drycleaning service. Late in the mothproofing season, we offered to mothproof—put in plastic bag—and hold until September any cleaning sent in. *This cleaning is held and used as a filler during the slack summer hours.* The plastic-bag cost per garment is about 4 cents, and since there is no charge for this holding service, there is no increase in our bailee insurance.

5. Lucky Joker

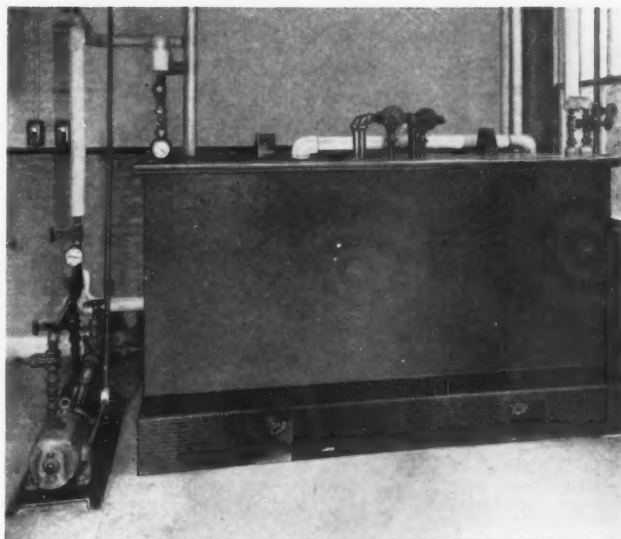
Direct mail has not been used extensively, but here is one example: In the letter that is mailed out are a coupon and a blotter stating that when the blotter is presented at the plant it can be exchanged for five more coupons. These six coupons then will be a good start toward a deck of cards and a chance at a "Lucky Joker." With each dollar's worth of drycleaning we give one coupon, and 25 coupons can be exchanged for a deck of cards. In every twenty-fifth deck of cards the manufacturer has placed a Lucky Joker worth \$10 in trade. This is the conventional playing card plan with something added. □□

PROFITS "floating away" in excessive high soap costs?



Here's why you'll want the **E/C CIRCULATING SOAP SYSTEM**

- * **GET SOAP SUPPLIED IN 100% LIQUID FORM**
at wash machines. Soap can be mixed at any convenient point—at or away from washroom. Pumped uniformly; all day.
- * **THE RIGHT SOLUTION—NO DILUTION**
Save 10% and more in soap. Mix only one large batch. That's all
- * **ELIMINATE WASTE, DELAY, INCONVENIENCE**
of "bucketful of soap" problem. Get consistent, uniform high quality washes



CAPACITIES: 360-400-480-900 gals.

Why get into a lather with soap costs sapping your profit? With the E/C System you have a constant soap formula that meets all requirements; can be changed instantly. Saves you a whacking big sum on soap costs. More and more cost-conscious laundry managers install the E/C. Take this tip: when linen supply, hospitals and commercial laundry people advise us they get 10% and more saved in soap—you can be sure the E/C Circulating Soap System pays its way!

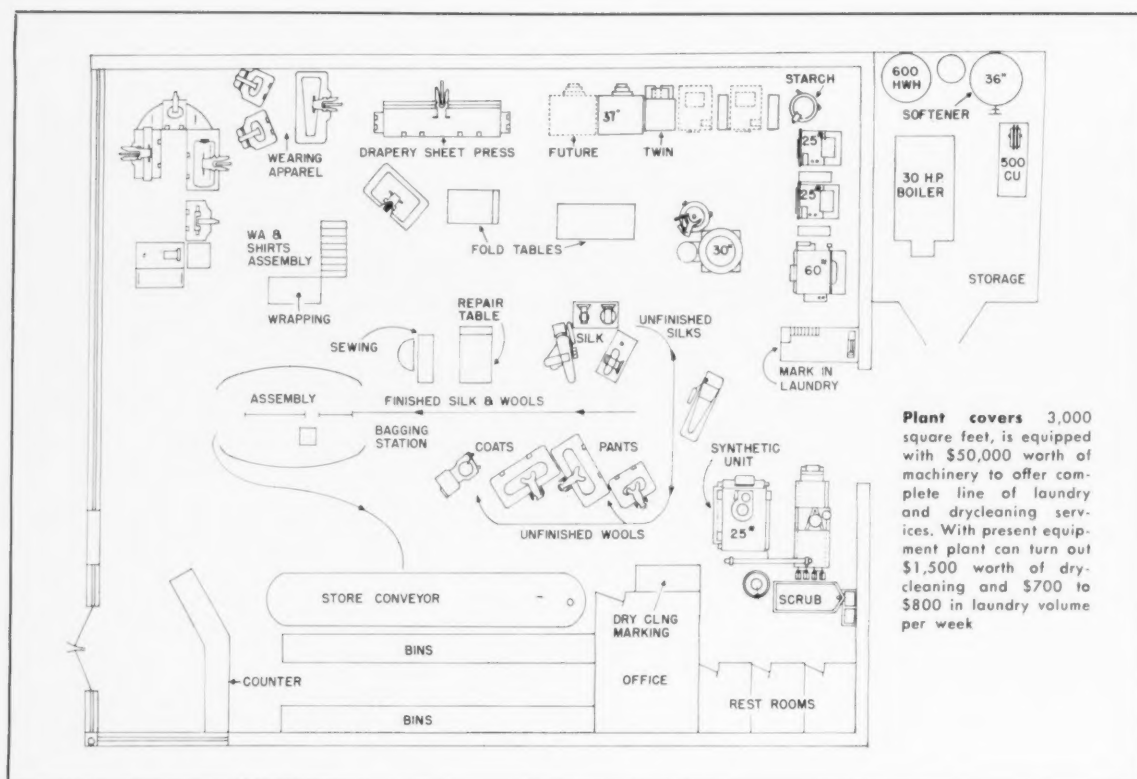
Complete Installation, Operation and Specification Data are yours in our Catalog No. 10. Contact E/C direct or consult any of the leading laundry machinery manufacturers (our representatives), in your area.

USERS ARE: Commercial Power Laundries, Industrial and Institutional Laundries, Hospitals, Hotels. (Users names available on request.)

Write—

**EASTERN
CYCLONE**

876 VAN HOUTEN AVE.
CLIFTON, NEW JERSEY



Continued from page 13
laundry and drycleaning is normally brought into a plant. During the first two hours he studied the men drivers and during the last hour the women. He also jotted down the license-plate number of every fifth passing car, skipping only those that indicated the motorist was from somewhere outside

Smith County or from out-of-state. At the first location, which was closest to the heart of town, he found that the cars passed by at the rate of eight a minute. The men, in this case, were early risers and a predominant number of them wore khaki pants and sport shirts, indicating that they were probably employed in pro-

ductive capacities in nearby factories. The general impression given was that these men would not be inclined to do errands while hurrying to work.

As a group, the women who followed appeared to be particularly well dressed as if they were on their way to luncheon meetings. They drove expensive cars and apparently chose



Fite's at night is show place of good housekeeping and modern plant design. Wide-open view shows laundry department on one side, drycleaning on the other. The 376-order conveyor, just visible at right, is a popular conversation piece

How to get **REPEAT** customers...

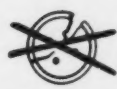
Give 'em the **24-K** treatment!



GUARANTEED
to outwear
double-faced flannel
or your money back

The *treatment* is simple. Just cover your bucks with golden yellow 24-K—the loop-pile press padding with premium absorbency, “imbeddability,” long life and scorch-resistance. The results will amaze you. For the name of the 24-K distributor nearest you, write to Jomac Inc., Philadelphia 38, Pa., Dept. I.

Regular Jomac “54” and “33” also available, if preferred.



**NO BROKEN
BUTTONS**



NO CROW'S-FEET



NO WRINKLES





Laundry side has latest washing and finishing equipment and is manned by five employees. Five others operate drycleaning end and one full-time girl handles the call office

this route as the easiest one into town. It did not seem likely that they would choose this time to bring a bundle of laundry into town with them.

The second location had just about half the traffic volume with cars passing at the rate of four a minute. But the men, in this case, started out for work at a later hour and most wore suit coats and ties. They looked more like business or professional men who would have more occasion to use drycleaning and shirt laundering services.

The women who followed dressed more casually and appeared to be on their way to the shopping center to do the family marketing. It seemed logical that they might also bring along the family laundry and cleaning bundle.

Two-car families best prospects

There was also reason to suspect that passersby were members of "two-car families." The men drove substantial but older cars to work while the women had cars of more recent vintage—the car equipped with air conditioning. This would indicate that they were in the better-than-average income groups which are usually the laundry-cleaning plant's best customers.

In checking his list of license plate numbers at the court house to pinpoint the areas in which his prospective customers lived, Mr. Fite found that his two-car theory was borne out. He then checked the areas from which the bulk of his business was expected to come by driving through the neighborhoods. He was pleased with what he saw and made his decision.

Fite's Drycleaning and Bundle Laundry was opened to the public late in July of this year. It fronts on

Troup Highway and backs on two shopping centers. The highway funnels a large residential district past the plant on the way to the centers and into town.

Mr. Fite designed the plant and went all out to make it as colorful and attractive as possible. The plant measures 50 by 60 feet and is constructed of concrete block faced with a light-colored brick veneer. The front is almost all glass allowing an unobstructed view of the interior. The baseboards are gray while the overhang of corrugated asbestos is painted an eye-catching coral.

The interior walls are sprayed with a textured enamel having a gray base flecked with bits of yellow and white. The table used for marking in is a Chinese red while the checkout table is blue. All the equipment is new and blends with the surroundings.

The general reaction of most of the customers is that they didn't know a laundry or cleaning plant could be so attractive.

Two half-page newspaper ads and 26 radio spots were used to invite the public to come in and visit the plant opening day. Balloons were passed out to the youngsters and sodas to all comers. (Actually, every day is open house at the plant since the management welcomes inspection.) Total expenditures for this promotion amounted to \$500.

Despite the fact that the opening took place in the middle of the summer the first week's sales amounted to \$400. And 10 weeks later the \$1,000 mark was reached.

Approximately 40 percent of the volume is laundry with shirts and finished services comprising two-thirds of the work and fluff-and-fold the remainder. Drycleaning makes up 60 percent of the volume. The base price

Sign Language

The sign identifying the Fite plant is one of the most talked about features of the new business. It and the neon lettering on the building front cost approximately \$2,000.

The sign's chief attraction is the slogans which are changed weekly. One week it might read "The wife you save may be your own," the next "Clotheslines are for the birds," or "Let us help you lead a clean life," etc.

Frank Fite makes up his own message-of-the-week and gets other ideas from his wife, daughter's beaux, customers and trade journals.

He is more than cooperative in plugging civic events (such as Tyler's Rose Festival) and public service messages (School open—watch the tykes on bikes) but will not give the space over to any one particular group or association. Nor will he use it to promote the plant's many services.

The sign gets readership and complaints if the message is not changed weekly.

for a plain suit or dress is \$1 and 50 cents for half pieces. An additional charge of 25 cents per item is made on requests for one-hour service. Shirts go for 20 cents apiece. Regular service is 24 hours on both laundry and drycleaning.

Most of the business comes from within a two-mile radius of the plant with the greatest concentration in the one-mile ring.

Present plans call for plowing back 4 percent of sales into a continued radio and newspaper advertising schedule. □□



WRITE FOR A TRIAL ORDER ON ANY
OF THESE SWIFT-QUALITY SOAPS

WHITE RIBBON (Chips or Powder). These are neutral soaps made from the finest tallow and are particularly recommended for use in higher temperature washing.

SWIFT'S COLD WATER POWDER. Built with carefully selected alkalis for gentle but effective low temperature washing. Excellent for soil removal from light colors, fugitive colors, rayons, and woolens. Results in outstanding whiteness retention for background of printed fabrics.

Swift's Soaps get dirty clothes clean . . . and there's a soap for *every* washroom need.

Take new **FLEXO** powder . . . If you're looking for a *complete* soap, Flexo combines a thorough wash job with the expediency and efficiency of a soap that you can use throughout the wash. It'll hold a high pH from start to finish to give you a sparkling load of bright whites and does a real *work horse* job for the most diversified and most demanding of wash jobs.

Yes, there's a Swift's Soap to match the type of soil you're chasing and there's one, or a dozen, to help you. Whether you want a neutral soap or a *complete* product like Flexo, let the versatility of Swift's Soaps help you help the housewife . . . to the professional convenience of your service. Write for details today and remember . . .

ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS

SWIFT & COMPANY

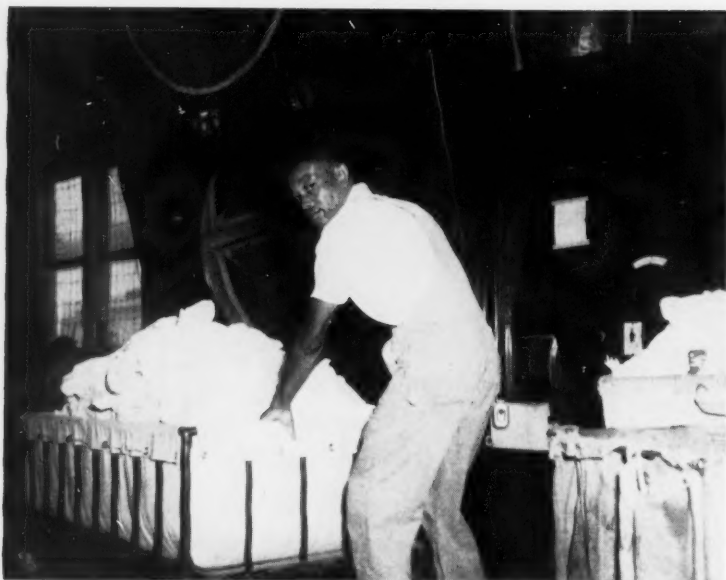
SOAP DEPARTMENT

4115 Packers Ave. • Chicago, Illinois

Swift

101 ST YEAR

*To Serve
Your Industry Better*



Cost-conscious management of Amarillo Laundry replaced six conventional tumblers with a 200-pound-capacity unit that unloads itself in less than one minute's time. Other savings were evident in finishing operation

Cost-Reduction Ideas For Linen Suppliers

**Amarillo setup suggests four ways
to make services more profitable**

By HENRY MOZDZER

MODERN EQUIPMENT and a flexible work team play particularly important roles in the success of the Amarillo Laundry's (Inc.) linen supply operations.

As in most plants, the management of this Texan laundry (of which R. N. Fowler is president and C. E. Woods vice-president) is fully aware of the fact that each unnecessary step or procedure adds to the cost of production. But it is more conscientious than most in adopting methods and ways to keep extra steps at a minimum.

1. Mechanize where possible: Amarillo's sprawling 100-by-200-foot, one-story plant is knit closely together by a series of conveyors. And all manner

of labor-saving devices, from electrical hoists to self-lifting bottoms in hampers, are used to simplify the task of its staff of 80 employees.

The tumbler shown above represents management's latest effort in this direction. According to plant manager L. V. Pryor, the unit, installed in the spring of this year, eliminated the work formerly involved in loading and unloading six separate smaller tumblers. It is now possible to precondition a 200-pound load in anywhere from 4 to 8 minutes depending on the type of work processed, or dry the same load in about 20 minutes.

The tumbler has also had the effect of turning a six-roll ironer into an eight-roll so far as performance is

concerned. "Kitchen towels which used to be run through the ironer at 40 feet are now going through at 60 feet a minute," says Mr. Woods, "and ironer speeds have been increased from 10 to 40 feet on other materials."

Every effort is made to reduce handling. This is evident in following the work through the plant. About the only steps requiring the operator to handle the work manually are in the counting and finishing operations.

The counters classify the incoming work into a set of large open-mouthed canvas bags according to the degree of soiling, and this is the last time the work is touched until it gets past the tumbling department. The bags are then lifted by electrical hoists and moved to the washing area by means of an overhead rail. (The plant has six 42-by-84-inch self-dumping wash-wheels, one 42-by-54 and one 30-by-42—offering a combined capacity of 2,500 pounds per cycle.) Each bag is then positioned over a washer and the load is dropped directly into it as the washman pulls a pin opening up the bottom of the bag.

The work is then run through a standard washing formula. Any pieces which do not meet the specifications of cleanliness are re-run in a one-shot reclamation formula and the pieces that still do not meet requirements are downgraded to wiping cloths and rags. Additional efforts to reclaim a piece are considered too time-consuming (and costly) to be worth the bother.

When the washing cycle is completed, the work is dumped from the washers into extractor baskets and moved to one of the plant's five extracting units (two 50's, two 48's and a 30-incher).

After the load has been spun dry, the basket is raised and the contents dumped into a special hopper. The hopper, in this case, is mounted on wheels and is equipped with a short flat belt conveyor which facilitates unloading the work into the plant's new tumbler. With it, it is possible to load the tumbler automatically in a matter of seconds. For such loads as napkins, for which heat conditioning is not necessary, a 200-pound-capacity shaker is used.

The new gas-fired tumbler is thermostatically controlled at 225° F. Its capabilities have been carefully studied and a chart has been worked out to indicate the running time required for each class of work. Nothing has been left to chance. The operator knows that a 200-pound load of table tops should be run for 2 minutes; barber and beauty towels, 4 minutes; doctor's towels, 7 minutes, etc.

When the preconditioning cycle is
Continued on page 24

Here's how to—

Cut Flatwork Labor Costs - -

- - - Speed Up Production

Pocock's Corner

One operation which usually gets much less attention than it deserves is the "Shakeout." This, as you know, means shaking out the extractor wrinkles in preparation for the ironer. This is one of the most unpopular tasks in a laundry, and turnover of "shakeout" girls is high. It is not so high when the girls are well trained and, therefore, take more interest in the work. If goods are well classified before they go into the washer so that further sorting by shakeout crews is unnecessary, costly delay at this point is saved. For family net work and small lots, breaking tumblers will greatly facilitate the preparation of such work for ironing.

Complete apron coverage is important to ironer output. Even slower speeds in order to get goods closer together may increase output. For this reason, it often pays to put an additional girl on both shakeout and feeding, as may be required to achieve better coverage. The gain in production per operator per hour may well be so great as to dwarf the cost of this additional girl.

M. A. Pocock



M. A. Pocock

Wages have gone up, everywhere, due to the Minimum Wage Law and higher union-management contracts. But if yours is a laundry handling 1,200 or more sheets and spreads per day, you can compete in this higher labor market and make more money than before. How? By installing a labor saving SAGER SHEET SPREADER.

More Profits With a Sager

With a SAGER "B" SPREADER, one operator easily performs the work formerly done by two or more hand shakers on sheets. And the SAGER cuts labor discontent and turnover. SAGER operators like their jobs and stay on them. Yes a SAGER cuts labor costs, cuts labor turnover and speeds production. You can't afford to be without a SAGER SHEET SPREADER in these competitive times. A SAGER quickly pays for itself in labor saved and faster production.

With the SAGER "B" you can handle up to 3,000 sheets and spreads per day; above that quantity you probably will need a SAGER "A".

Write today for full facts and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines.



View of Sager "B" Spreader. Handles 1200 to 3000 sheets and spreads per day



Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

Dept. 116

1236 Central Ave., N. E.

Minneapolis 13, Minnesota

Firm _____

Street _____

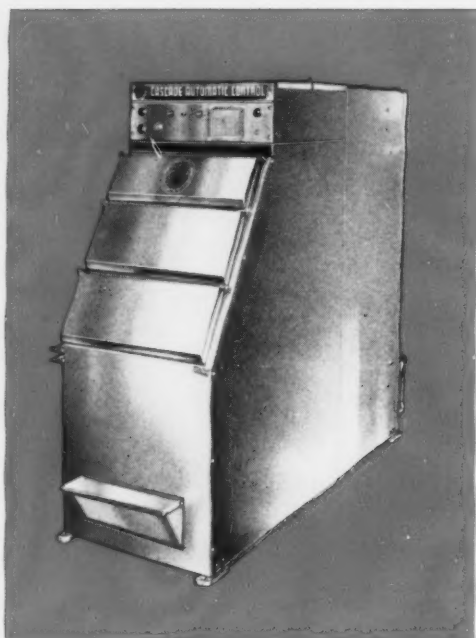
City _____

State _____

Print your name _____

Exactly the degree of Automation your laundry is ready for

*American Washer Controls . . . each one
priced to pay for itself in only a few months*

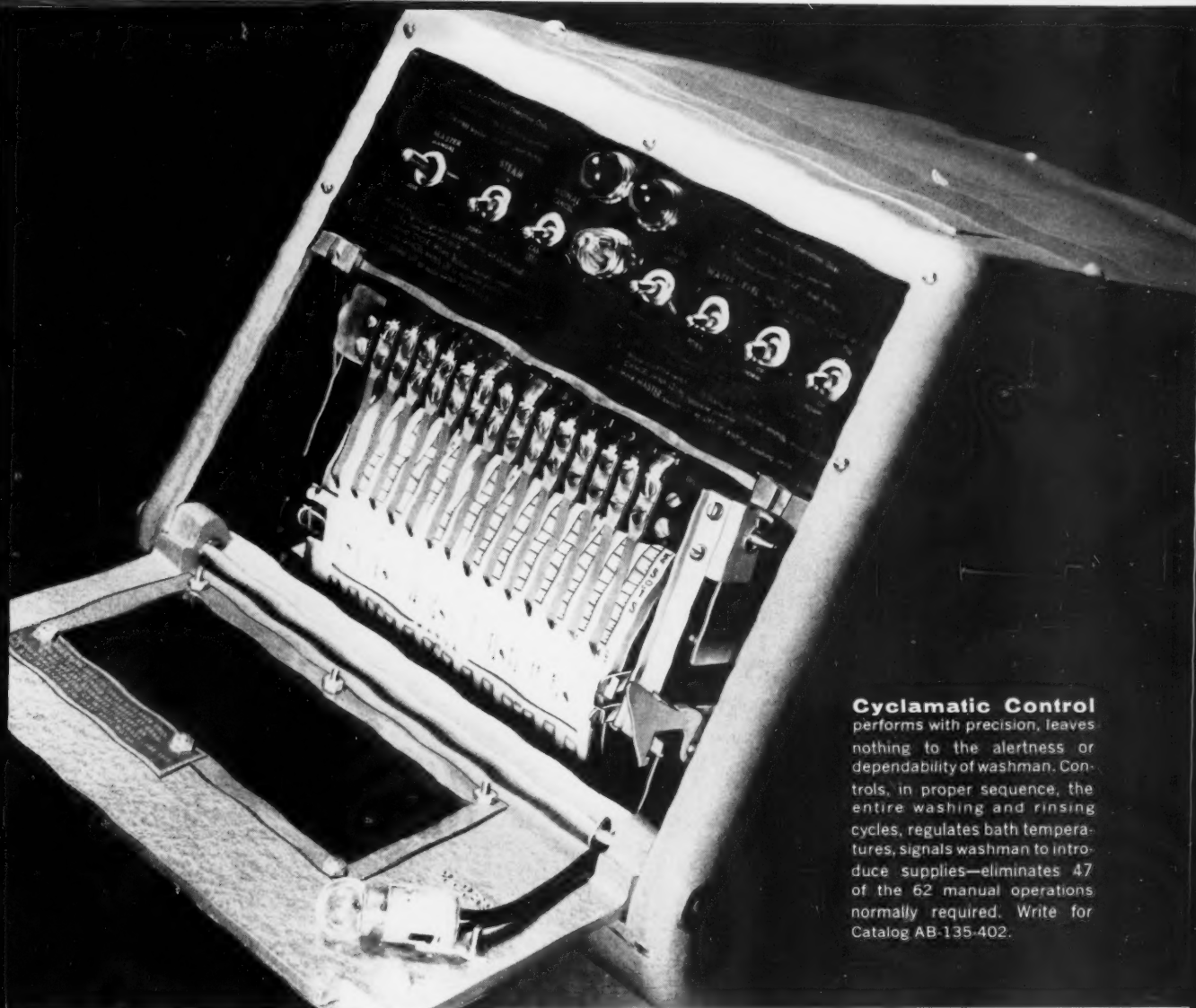


Cascade Full-Automatic controls entire wash cycle automatically, including measured supply injection and maintenance of bath temperatures. Eliminates 59 of the 62 separate washman operations usually required. All washman does is insert formula disc, fill supply bins, push starter button! The ultimate in washer automation! Write for Catalog AB-134-322.

From full-automatic to a simple timer, American's complete line of washer controls gives you just as much automation as will easily and profitably fit into your laundry operation. Study the different types shown here. One of them can be a tremendous help in solving your cost and production problems.

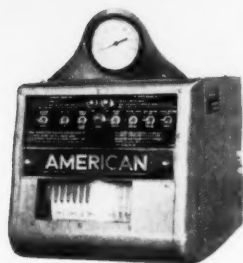
American washer controls regulate timing, sequence, water levels, temperatures, introduction of supplies and outlet valve operation — all or only part of your washing formula according to your needs. Their accurate timing and measuring save labor, supplies, water and steam, while improving quality and increasing the number of washer loads per day. Like having an expert washman stationed at each machine!

These controls can be installed on washers of virtually any type or make. Each one is priced to pay for itself in only a few months. Your American representative will help you select the automatic washer control that is best for you. Meanwhile, write for the Catalog number listed under each control.

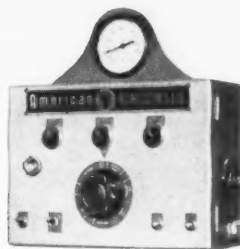


Cyclamatic Control

performs with precision, leaves nothing to the alertness or dependability of washman. Controls, in proper sequence, the entire washing and rinsing cycles, regulates bath temperatures, signals washman to introduce supplies—eliminates 47 of the 62 manual operations normally required. Write for Catalog AB-135-402.



Selectro controls all operations except adding supplies and regulating bath temperature. Saves water and steam, increases output, assures uniform high quality. Eliminates 41 of the 62 manual operations usually required. Write for Catalog AB-135-202.



Rinsomatic. Ideal for individual family bundles in professional laundries and for washing small loads. Controls complete washing cycle of 3 suds, 3 rinses. First two rinses are automatic, without operator attention. Signals for supplies. Write for Catalog AB-331-312.



Type W. A basic timing control especially designed for washers handling "fugitives" and other classifications using short or constantly changing washing formulas. Automatically opens and closes outlet valve, times baths, signals operator at end of bath. Write for Catalog AB-136-422.

You can expect more from

American





Handy hampers with self-lifting bottoms minimize operator fatigue by raising hamper contents to waist level

Continued from page 20
completed, the tumbler is tipped and the load spilled into a large basket which carries the work to the shake-out department, or in the case of linen supply items into feed baskets and direct to the ironers.

2. Train a flexible team: All the washing, extracting and tumbling operations at the Amarillo Laundry are performed by just four men. One man is responsible for the washing, another the extracting, while the other two handle all the loading and pulling as well as the tumbling functions.

The plant also has a very flexible setup in its shake-out staff. Instead of having a couple of girls assigned to each of the three flatwork ironers, it has a team of four girls who prepare the work for all ironers. While their primary function is to provide each unit with a sufficient backlog of work, they also fill in on the feeding and folding when not otherwise employed.

One eight-roll ironer equipped with an automatic folder is used for finishing sheets. (Production on this unit amounts to 17 sheets per minute or about 1,500 pounds of work an hour.) The second eight-roll is used for finishing hospital gowns, bed aprons and sundry linen supply items, while the six-roll does swipe cloths, napkins and kitchen towels. About 75 percent of the plant's volume is in linen supply and 25 percent in commercial flat.

Still another labor-saving feature in this plant is the conveyor which carries finished flat pieces from the ironer directly to the supply room. This insures a constant flow of work into the department with the result that delays in making up orders are held to a minimum.

3. Consider offering a flat rate to certain accounts: Although the Ama-

rillo Laundry makes no claim to originality, it does have an arrangement with one of its accounts which is rather unusual. It offers its services to one customer on a flat-rate basis.

Such a plan requires complete cooperation, of course, and the management must know something of the customer's requirements. In this case, the management knew what to expect since it had been doing business with the particular hospital for a number of years on a piece-pound basis.

After carefully figuring out the average value of the account, Amarillo management deducted 10 percent to make the idea more attractive and offered the plan to the hospital in the form of a yearly contract.

The plant agrees to handle all the hospital's textile maintenance problems, including sheets, towels, blankets, uniforms, etc., and presently makes its pickups and deliveries three times a day. Actually, about one-third of the work consists of sheets and two-thirds is in small pieces and gowns.

Altogether this particular 250-bed hospital provides the plant with about 3,500 pounds of work per day.

The plant estimates its income on the flat-rate basis averages out to about 4 cents a pound and about 30 cents per garment. This may not seem like much but there are other savings and advantages which make the plan attractive.

For one thing, the work coming in is already classified by the hospital. Second, since the work is already contracted for on a flat-rate basis, the standard weighing, counting and pricing procedures are dispensed with. This means the work can be processed faster and at lower cost. And last, there is no bookkeeping necessary aside from mailing out the monthly statement and this is made out for the same amount each month.

This arrangement is now in its third year and has worked out to the mutual satisfaction of both parties. Periodic checks are made, of course, two or three times a year to ascertain whether or not the flat rate is sufficient.

The hospital is pleased with the faster service afforded it and can point to substantial savings the plan has brought about in cost per patient day.

4. Investigate truck leasing costs:

Another wrinkle in the company's search for lower costs is its policy of renting route trucks. All 12 of the plant's route trucks are leased on a yearly basis. The leasing firm provides garaging facilities, covers insurance, taxes, gasoline expense and does just about everything but provide the drivers themselves. After a full year's experience, management made comparisons and found that leasing costs actually run a little less than if the trucks were company-owned. The big advantages lie in the fact that the fleet is always well maintained and spare trucks are at their disposal in the event of a breakdown. □□



Conveyor carries work from flatwork ironers to supply room where only two additional steps are required to wrap out order. Every effort is made to keep manual operations to minimum

SUDS SCRUB BLEACH

BETTER WASHING... FASTER! **with PRIME SÖHP and PHOSRITE**

SUDS... PRIME SÖHP is scientifically built and homogenized... the right balance of soaps and alkalies... this single operation removes most of the soil, preparing the load for the scrub.

SCRUB... PHOSRITE "wash accelerator" joins forces with PRIME SÖHP carried over from the suds... scrubs out deeply imbedded soil... prepares the load for bleaching by dissolving any lime soap present in the goods.

BLEACH... Dry (HYCON) or liquid... you use less and get better results safely because PHOSRITE removes lime soap which acts as a barrier to bleach.

This new method saves up to 15 minutes on every load... saves soap and bleach... and gives you uniformly perfect washes every time.

Order PRIME SÖHP, PHOSRITE, and HYCON from your distributor

Beach Soap Company • Lawrence, Mass.

129 Years Continuous Progress in Manufacturing Fine Laundry Products



Bundle inserts represent "free rider" advertising for continued selling to current customers. Your only cost is for literature; your communication medium is your normal delivery system

Part X in a Series on Supplementary Advertising

How To Use Bundle Inserts

Present customers are your most important targets;
here's how you can trade them up, sell more services

By GERALD WHITMAN

YOUR PRESENT CUSTOMERS are among the best prospects you have for increased sales volume. They can be sold on (1) sending bigger bundles or more garments each time, (2) sending them more frequently, and (3) using more of the various services you have to offer.

In addition, your customer can be the best source of securing business from the many prospects around you by recommending your services to her friends and neighbors. The present customer is too often ignored in advertising plans when she should be most highly favored.

In most cases of successful merchandising of laundry and dryclean-

ing services the backbone of the advertising campaign is "internal" advertising, directed to strengthening relationships with the present customer. This is vital to continuing sales, for (in addition to the possibilities mentioned above) customers must be kept sold week after week or normal attrition will drain them away in a short time. Even the highest quality workmanship and the fastest service possible are not enough to hold customers against competition from other plants, from quick-service laundries and from the home washer. There must be a continuing advertising campaign to your own customers.

The most obvious and cheapest

way of reaching your present customers is by utilizing finished bundles and garments as a vehicle for your communication. This might be called "free rider" advertising since it employs a means of contact with the present customer which is already established by the unique nature of your business.

How can we take advantage of this type of free advertising? Among the numerous methods used are advertising on packages and boxes, on garment bags, shirt boards, collar supports, button tags, laundry and drycleaning lists, bundle stickers, blanket and sweater bags, etc. Most of these were described in detail in an earlier article in this series. (See

the one thing



she can't do at home!

RENOVATE PILLOWS!

SELL OLD CUSTOMERS! GET NEW CUSTOMERS!

Renovating pillows has become big, profitable business everywhere . . . and it will pay you to investigate its wonderful possibilities. One of the few laundry services a housewife can't perform at home, pillow renovating brings in *additional* business from regular customers . . . and gives you a splendid opportunity to acquire *new* customers!

FIND OUT WHY THE HUEBSCH WAY IS THE ACCEPTED WAY

The proper way to renovate pillows (the method used by America's leading laundries) is to remove feathers and clean and revitalize them separately. This is best done in a Huebsch Feather Renovator, a machine scientifically designed for the purpose. It is a simple, easy-to-learn operation. Huebsch Feather Renovators come in two models. Both are low in original cost, and economical to operate. Ask your nearest Huebsch jobber for full details on Huebsch Feather Renovators, or write directly to
HUEBSCH MANUFACTURING COMPANY
3775 N. Holton Street
Milwaukee 1, Wisconsin

Both Models can also be used as a regular drying tumbler.

HUEBSCH FEATHER RENOVATORS

MADE BY THE WORLD'S LARGEST MANUFACTURER OF COMMERCIAL OPEN-END DRYING TUMBLERS

What Can Bundle Inserts Accomplish?



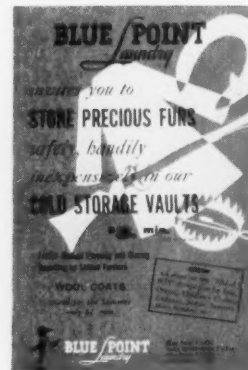
Special offer builds up par-
ticular service



Sells customer on firm's
other services



Holiday feasting offers op-
portunities



Pre-season promotion is
good business-builder

"Packaging for More Profit" in the August 1956 issue of STARCHROOM LAUNDRY JOURNAL.)

A very popular and effective way to get your message across to your customers is the use of the bundle insert—the reprint of a newspaper ad, a circular or a folder which is placed inside the bundle or box for the customer to read when she opens the package.

The insert can generally do a better job than other types of package advertising because there is an opportunity to do more selling and it stands an excellent chance of being read. Many plants use bundle inserts every day of the year—some of them more or less institutional in nature, some describing exclusive features of their service, some creating immediate sales by appeals to the bargain instinct, and some merely good-will messages.

Inserts can be slanted to accomplish any of a number of definite goals:

Justifying the sale: This is just as important as the origination of the sale. Even after they have purchased, customers like to be reassured that they have spent their money wisely. It is good business policy to let the customer know how smart she was to use your services, just as General Motors keeps telling Cadillac owners how smart they are driving Cadillacs.

Promoting all services: You'd probably be surprised at the number of your present customers who aren't aware of the complete range of services available from your plant. Every so often it would be wise to inform your shirts-only or linen-only or garment-only customers that you can handle their other household and apparel needs.

Pushing single services: If the above is the shotgun technique, this might be referred to as a rifle shot. By confining your message to a single item, you stand a better chance of readership and customer stimulation. Whether you want to bolster sales in a department that is sagging or to run a special on any particular service, the insert is usually an effective way of accomplishing either objective.

Naturally, you won't want to place a shirt laundering insert in a shirt box or a blanket message in a blanket bag because the recipients of these items are already using that particular service. If your insert announces a special, be sure that your customers receive it far enough in advance to be able to take advantage of the bargain.

Seasonal services: The holidays and the seasons offer ideal opportunities to plug one service or another and inserts can do yeoman work in stimulating customer action. Easter, for example, signals the time for dressing up in springweight garments and can result in a flurry of coat and suit business. Memorial Day usually means that summer is dawning and can be used as a springboard for laundering and cleaning lightweight suits and dresses as well as cleaning and storing winter garments, drapes, slipcovers and rugs. Labor Day might be promoted, via inserts, as the time for getting one's winter wardrobe in shape. Thanksgiving, Christmas and New Year's can be plugged as occasions for laundering table linens for festive dining and cleaning party clothes for celebrating.

General messages: Falling into this category are a multitude of announcements you may wish to make to your

customers—expansion of facilities, installation of new equipment, invitations to open houses, closing for vacations, justification of price increases, appeals for community drives or informal messages from the management on the cleanability of new synthetic fabrics, etc.

Since inserts are so inexpensive and available from so many sources, there seems to be no good reason why every plant should not utilize this sort of "free" advertising in every bundle and box. Many allied trades firms offer colorful inserts at nominal cost. You can also buy them from a number of sales promotion firms specializing in laundry and drycleaning advertising materials. The American Institute of Laundering and the National Institute of Drycleaning have numerous promotional ads available for members.

Reprints of your newspaper advertisements are perhaps the cheapest way of getting your messages to your customers. A two-color effect can be achieved at low cost by having the ads run off on colored paper.

Still another function can be filled by bundle inserts. Timed properly, they can be used to pave the way for personal solicitation by your route salesmen. If you're planning a campaign on blankets, for example, distribute blanket cleaning inserts about a week before the route salesman makes his pitch for that item. The insert will have started the customer to thinking about blankets before the man talks to her.

Above all, remember that your promotional material represents your firm and a shoddy piece of advertising can do much harm. Use good taste and your prestige will be enhanced. Use inserts and your volume will grow. □□

HYDRAXTOR[★]

SELF-CONTAINED Model "J"
with AUTOMATIC
OPERATION!



Higher operating
pressure for better
and faster extrac-
tion.

Pays for Itself . . .

- HIGH PRODUCTION
 - LOWER INITIAL COST
 - LOWEST OPERATING COST
 - LOWEST LABOR COST
 - SAVES ON LINENS
- Extracts Water With Water*

★ **New Method of Extraction!**

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- No Bolting
- No Vibration
- Noiseless

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Company

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PHONE FOR
INFORMATION

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Whitehouse does it again !

CUT YOUR COSTS with amazing new DEX-KNIT nets—first practical all *dacron* laundry nets and latest product of Whitehouse's program of development and research.

This new example of progress in laundry products offers you what we believe to be *by far* the finest knit net ever constructed. DEX-KNIT *dacron* nets are made to WEAR . . . and WEAR.

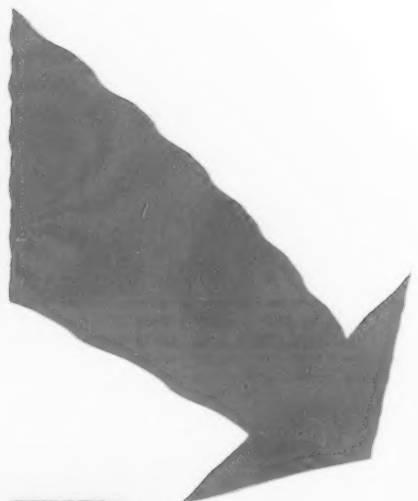
COMMERCIAL TESTS PROVE DEX-KNIT SUPERIORITY

Actual tests in leading laundries *prove* that DEX-KNIT nets will definitely outwear all other knitted nets tested. They'll save you money in replacement costs, in efficient operation.

THESE NETS ARE NOT AFFECTED BY BLEACH OR CHEMICALS. They resist shrinkage to an amazing degree, which gives you peak capacity. TRY THEM! You'll see for yourself why we call them the finest knit nets ever made!

Available in white
in these sizes

12 x 22
18 x 30
24 x 30
24 x 33
24 x 36
30 x 40



with Revolutionary New

Dex-knit

Nets

"Wear like Granite"

Cut your Costs!



first practical all-dacron nets

360 Furman Street, Brooklyn 1, New York

"Continued Leadership Through Constant Research"

Measuring Quality In Shirt Finishing

*Plantowner finds 14-point rating guide
and spot-check system improve quality*

By **BENJAMIN B. FOSTER**

Foster's Laundry, Gloucester City, New Jersey



Spot checks on shirt quality are made twice daily by plant superintendent in full view of operators. Plant turns out 7,000 shirts per week with two four-girl units

WE USE A MODIFICATION of the New Jersey Shirt Quality Rating schedule. We use fewer samples and fewer elements. One hundred percent inspection would be fine, but we do not believe the results warrant the cost, especially in the case of a plant with insufficient shirts to require a full-time inspector, or where there are limitations of workflow, equipment or floor space. We have found spot in-

spection adequate in providing work satisfactory to our customers.

There are 14 things about a shirt that we believe should be given attention with respect to finishing and folding.

Rough dry and poor ironing finish is something that usually is not chargeable to the operator. Rather, these faults are largely due to equipment padding and maintenance.

Not too long ago we were experiencing some trouble in the appearance of the sleeves coming from one unit. A thorough check of all factors revealed core sand had plugged the strainer ahead of the trap. This was an unexpected event because the press was then 10 years old. But this instance points up the fact that poor work sometimes requires thorough investigation to determine the cause.

3 Ways to Improve Shirt Quality

*Kimball's uses conveyor, full inspection
and psychology in its cold-fold approach*

By **HARRY YEATES**

INDIVIDUAL INSPECTION keeps shirt complaints at less than two per thousand at Kimball Laundry in Omaha, Nebraska.

Operating on the premise that quality is more important than quantity, the management of this plant spared no pains to establish and maintain its reputation for doing top-grade work.

Here's a description of the system used at Kimball's which enables it to produce nearly 55,000 perfect shirts each month.

All shirts are pre-inspected. Every shirt coming into the plant is carefully checked at the marking operation. All sleeves are rolled down. And

pockets are cleaned of foreign materials such as matches, lint, tobacco, etc., to minimize the possibility of re-washing.

Conveyor separates finishers and folders. To relieve the shirt operators of the burden of inspection, Kimball management many years ago pulled

SHIRT QUALITY RATING SCHEDULE

Folding and Finishing

1. SHIRT BAND	2 points if band holds shirt firmly and is not too tight.	9. SLEEVES	7 points if ironed smoothly with no wrinkles or rough dry.
2. BOSOM BAND	5 points if centered on folded shirt.	10. TAIL	2 points if folded neatly and not bunched.
3. COLLAR	12 points if creased correctly and is not broken or wrinkled.	11. BACK	5 points if ironed smoothly with no wrinkles or rough dry.
4. COLLAR	16 points if ironed smoothly with no wrinkles or rough dry and is properly shaped.	12. BOSOM	10 points if ironed smoothly with no wrinkles or rough dry, and bosom band is un-wrinkled.
5. CUFFS	7 points if laid flat with no creases, or if creased neatly.	13. POCKETS	3 points if ironed smoothly with no wrinkles or rough dry and contain no paper, etc.
6. CUFFS	9 points if ironed smoothly with no wrinkles or rough dry and are square.	14. BUTTONS	11 points if no buttons are missing.
7. PLACKETS & GUSSETS	4 points if ironed neatly with no rough dry.		
8. SLEEVES	7 points if folded neatly and not bunched.		

PERFECT RATING—100 points

Our inspections are made by the laundry superintendent. He takes samples twice a day, morning and afternoon, at irregular times. The shirt is unfolded in view of the shirt operators. Let us say that the item under scrutiny is the folding of sleeves. If they are folded neatly and are not bunched, he checks the tally sheet for credit. If they are *not* folded neatly or *are* bunched in any way, the

item is given a zero. We make no attempt to grade the work by degree. The full credit is earned or it is lost.

The points are assembled for the week and the average rating is posted. There are no rewards or penalties based on the ratings. The desire to excel is the primary motive.

Good operating habits, we believe, may be acquired as easily as bad ones.

The principal thing is for an oper-

ator to know when a poor operation has crept in and has become an established habit. Regular inspection is a better way of discovering these things than having them revealed as a result of customer complaints. Some customers do not complain—they quit!

To further the work of this program it is sometimes necessary to re-train old employees and see that new ones get off to a good start. □□

Heart of Kimball's quality control system is inspection station separating finishers from folding operators. All shirts are double-checked on conveyor. Inspector lights bulbs atop conveyor to call attention to finishers' errors

the folders out of shirt units and placed a full-time shirt inspector between them. The shirts are carried from the unit to the folders by means of an automatic conveyor equipped with a series of hooks on which the shirts are hung. The speed of the conveyor is geared to match the production speed of the plant's three 2-girl finishing units. Each unit does about 120 shirts an hour and two hooks go by the unit each minute.

The conveyor has several advantages:

Now one girl checks all the shirts going out of the plant. This as-





Two a minute: Finishers hang shirts on empty hooks which swing around the conveyor from inspection station at left. Speed of conveyor is geared so that two empty hooks pass a finishing unit each minute

sure the consistency of inspection and quality.

The shirts have a chance to dry, which means they can be folded "cold," thus eliminating objectionable heat wrinkles.

Management finds that the folding operators do a better job since they were removed from the regular shirt unit.

Shirts are easier to inspect and there is a better chance to catch errors before folding.

All shirts are double-checked. As the shirts swing around the conveyor, they are pre-inspected by one girl who is charged with the function of folding and fastening all shirts with french cuffs. This provides preliminary screening for shirt errors.

When the shirt reaches the regular inspecting station, another girl gives it a more detailed inspection watching for those faults that have caused the greatest amount of customer dissatisfaction in the past.

At the present time, the breakdown of monthly complaints follows this pattern:

- 40 shirts are returned because of stains
- 25 shirts come back because of wrinkled collars
- 10 to 15 shirts are returned because of missing or broken buttons
- 5 to 10 shirts are unsatisfactory because of wrinkled bosoms
- 2 to 5 are returned because of cuff complaints

As can be seen from the above record, staining seems to pose the great-

est problem. During the average month, the inspector will catch and return about 15 stained shirts to the washroom.

Psychological incentive used. To impress on the girls the importance of good finishing, the management has installed a simple device which is credited with reducing the amount of work to be refinished to less than 50 shirts per month. The device consists of nothing more than a set of lights mounted on a panel above the conveyor near the inspection station. Each light bulb is a different color and each represents one of the shirt units.

When the inspector runs across a shirt that is improperly finished, she

checks the tag at the bottom of the shirt to see which unit processed it. Then she snaps on the appropriate light, calling attention to the fact that an error had been made by that unit. The girls don't like to see these lights go on, because it singles out their unit as the one doing shoddy work. This psychological incentive is effective.

If the shirt doesn't pass inspection, it is hung on a rack and returned to the unit when that particular lot is completed. The girls are not penalized for redo's because management is interested only in turning out a good product.

Hand-finished shirt service offered.

For the fastidious, Kimball Laundry provides a luxury hand-finished shirt service. The body of the shirt is machine-finished. The collars and cuffs are left undone. The shirts are then placed on the conveyor with the regular work and the inspector transfers them to another rail which carries them to the hand finisher. Approximately 600 shirts are hand-finished each week.

Full dress shirts and fancy pleated shirts are handled in the same manner. According to the management more and more men's pleated shirts are coming into the plant each month.

Base price at Kimball Laundry is 25 cents for a regular shirt at the store and 28 cents delivered. Hand-ironed shirts are 35 cents apiece, while full dress or pleated shirts cost 50 cents.

Of the 55,000 shirts processed by the plant each month only 1.49 to 1.72 percent are returned, thanks to Kimball's individual shirt inspection system. □□



Bachelor Bundle



A RETURN TO PROSPERITY—The Domestic Laundry Service of Kankakee, Illinois—with two modern stores and 12 trucks—provides a unique “one-stop” service for the 100,000 residents in its area. In addition to home laundering and dry cleaning, Domestic operates a full-scale diaper service, an industrial linen and garment finishing service, and complete facilities for fur storage. For years, Domestic has used Prosperity laundry aprons almost exclusively for the production of its quality flat work. Although other brands have occasionally been tried, Domestic has always returned to Prosperity. This is another example of how the fabrics produced by Mount Vernon Mills and the industries they serve are serving America.

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Always look for this purple stripe in all PROSPERITY* and ORIOLE* fabrics. It's your assurance of fine performance and longer life in apron duck and cover cloth fabrics.

PROSPERITY and ORIOLE purple stripe fabrics are available ONLY from these laundry supply jobbers:

THE CARMAN CO., Denver, Col. • CARMAN-CONLEY, INC., Chicago, Ill., Indianapolis, Ind. • CARMAN-MITCHELL-WING CO., Stonehaven, Mass. • CARMAN OHIO CO., INC., Cincinnati, Ohio • CARMAN PITTSBURGH INC., Pittsburgh, Pa. • CARMAN SUPPLY CO., Cleveland, Ohio • C. C. CHEMICAL CO., Sunnyside, L. I. • JOHN P. LYNCH CO., San Francisco, Calif., Los Angeles, Calif. • MORRIS & ECKELS, INC., Alexandria, Va., Norfolk, Va., Baltimore, Md. • MORRIS & ECKELS CO., Jacksonville, Fla., Atlanta Ga. • OSMUND & CO., Portland, Ore. • ROCHESTER CARMAN SUPPLY CORP., Rochester, N. Y. • JAMES E. ST. JOHN, Philadelphia, Pa. • E. J. THOMAS CO., Columbus, Ohio • THOMPSON-HAYWARD CHEMICAL CO.—CARMAN DIVISION, Fort Worth, Tex., Houston, Tex., Kansas City, Mo., Omaha, Neb., St. Louis, Mo., San Antonio, Tex.

*Trademark Mount Vernon Mills, Inc.

Roger, over and out: Radio unit is mounted to bottom of truck's instrument panel. Speaker is set forward and out of way near floor. Thumb-operated button on "mike" permits route salesman to answer office calls



Radio Communication For Laundry Selling

*Two-way truck radios offer at least
four sales promotional advantages*

By **PERRY M. CHISUM**

*President, McKean's Model Laundry
and Dry Cleaners, Phoenix, Arizona*

WE FIRST BECAME interested in radio communications for possible use in our organization about eight years ago. We noticed it being used in other businesses to advantage and thought it might be a useful tool for our collection and delivery service.

However, it seemed that the laundry industry did not rate a radio license. We were turned down each time we applied to the Federal Communications Commission. We did keep in touch with the latest developments through Motorola which company conducts much of its research in our community. We were offered several different types of serv-

ices from time to time which employed a relay through a third person, and later by the telephone company, but none of these seemed to fit our needs. We wanted to use mobile radio for more than just dispatching calls.

About a year ago we were advised that the new citizen's band was available for our own system. It requires only a station license, and operators do not have to be individually licensed as previously. It uses the ultra-high-frequency FM type of equipment.

We were at this point faced with the decision of whether mobile radio would be worth the investment and

cost of operating it. Since we could find no figures from other laundries, we made up our own yardstick and decided that radio communications would be a paying proposition on the basis of the following four points: (1) the publicity and advertising value; (2) the improvement of our delivery service; (3) provide better supervision; (4) coordinate our selling effort.

Equipment described

Our primary unit is our base station installed at our main plant. We have a 60-foot antenna at the highest point on our building which gives us a range of about 40 miles. We are using FM which has a line of sight range similar to television. We would increase this range by installing a higher antenna or by placing our present antenna on a higher point. (The present antenna cost the plant about \$110.)

At present we are operating 12 mobile units. These are combination transmitter-receivers and only use an antenna about 8 inches long. In fact, I think our men were rather disappointed when they didn't get a long fishpole antenna on their trucks. Since we are using ultra-high-frequency equipment which has a very short wave length, we use a very short antenna.

(Each mobile unit costs about \$665 and the company carries a maintenance contract which costs \$8.50 a month for each mobile unit. The base station costs about \$400 and maintenance contract runs to \$17 per month.



Communications center is in plain view of customers in main plant call office. Radio set is just above dispatcher's microphone. Other equipment shown includes plant intercom, drivers' check-out board, telephone recording set for after-hours orders, telephone and adding machine

Interested laundrymen may also investigate leasing arrangements on equipment, which are said to be available.)

Ten of these mobile units are installed in our regular pickup-and-delivery units. One is installed in the sales manager's car and one is installed in my car.

Now all of these units operate on the same band and this cannot be changed. All you have to do is pick up the mike, press a button when you want to transmit and release to receive again. All units can hear all other units within their range and, of course, they all hear every transmission from the base station at the plant. The mobile units sometimes get out of range of each other, but truck-to-truck contact can always be made in that case via the main transmitter at the plant, relaying back and forth.

I have an extension unit in my office on my desk. This unit looks like a speaker telephone but with it I hear both ends of the conversations on our radio. Any time I want to talk with any routeman, our sales manager or supervisor, all I have to do is lift the receiver and call them direct. I don't even have to go through our dispatcher.

We have combined the duties of dispatcher with that of our telephone operator so she handles all incoming calls and dispatches them at once to our routemen. She also keeps a master board on which she keeps track of all units, as we require all units to check in and out of the plant, also when

they will be out of service for over a 10-minute period. Consequently, we know the approximate location of each truck at all times.

Value of radio

Publicity and advertising: We received our first returns in advertising and publicity. A local newspaper carried a news item on our radio system, describing our installation and what it would mean to our customers in better service. A similar news item was also carried by one of our local radio stations. Through these news items we received an invitation to participate in an interview-type show on television, which we were happy to accept. This interview turned out very well since we were able to drive one of our trucks inside the television studio and actually transmit and receive before the cameras. In fact, there was an actual call made to our plant while we were on the air and it was transmitted to our truck before we left the studio.

Now so far this was all free publicity of the news type and we had not spent one cent, yet already people were beginning to talk about our new radio system. Of course we immediately followed up with newspaper advertising describing our system and the fast service we had to offer. We also used a cartoon-type spot on television showing our trucks receiving calls via radio.

Truck signs were also installed on each truck as well as decals to ac-

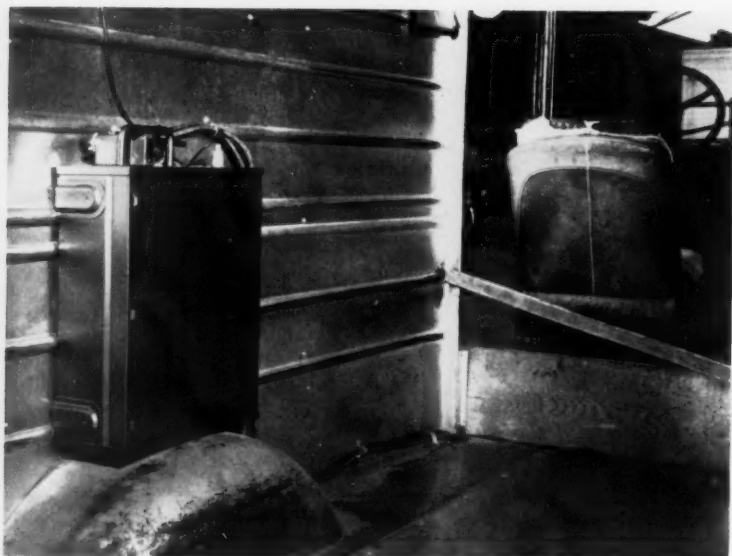
quaint the people on the street that we had radio-dispatched units.

As we began to use our radio system we discovered other ways to obtain free publicity. We found that people were listening to our transmissions when the trucks were parked on the street. This, of course, was good publicity in itself, but we decided to take advantage of this and keep our mobile units turned up loud.

We try to use our company name as much as possible. For example, when we give our call letters we say "This is 11 A 0895 McKean's Radio." At frequent intervals we give the time—"courtesy of McKean's Radio," of course. We have even developed our own plugs—we borrowed a little number from NBC's monitor and say this is McKean's Radio "going places and doing things for better service" or we might say "This is McKean's radio 'Serving Phoenix and the Valley of the Sun' with better laundry and drycleaning service."

We try whenever possible to radio the proper routeman while our customer is still on the phone so that she can hear his answer. Of course this leads to questions as to just how we do this—giving us an opportunity to explain our radio system. . . .

There was so much interest in our transmitter at our plant that we have now moved it up front in our office where call customers can hear our transmissions and watch our control board work. Many times route customers will come into our office seeking information about their bundles. We



Suitcase-size mobile unit takes very little room in truck. When repairs are needed, wires to driver's phone and loudspeaker are unplugged and entire case is removed with twist of handle. One man can make replacement in matter of minutes.

take them to our transmitter, call the routeman and get the matter straightened out at once.

All routemen are instructed to report wrecks, fires and other emergencies via their radio. We have received some very favorable publicity from this and have been able to perform some real service for the community. We expect as soon as our equipment arrives to be linked directly with CONELRAD radio alert system for

use in case of air attack or disaster. More community service.

Improved service: We feel that two-way radio is the answer on how to actually provide fast, efficient service to our customers on our routes. Before we installed our system we discovered we had a plant that was processing all of our work in six hours but the impact of our fast service was not sifting down to our customers on our

routes. It seemed that our cash-and-carry customers were the only ones who were getting the benefit of this fast service.

We found that even with frequent telephone contact with the main office sometimes the routemen were painfully slow in getting to the customer, and even then by that time she wouldn't be at home. If a telephone message slip was put into the wrong route box it would usually be the second day before the mistake was discovered and the slip transferred back to the proper routeman. We of course had many customers call in just after the routeman had passed their house or was next door but we had no way of contacting him until later.

Now we call the routeman immediately, which allows him to tell the customer just when he will be there. Sometimes he cannot make it at once, but we find that between our customer and routeman they can always work out a satisfactory time.

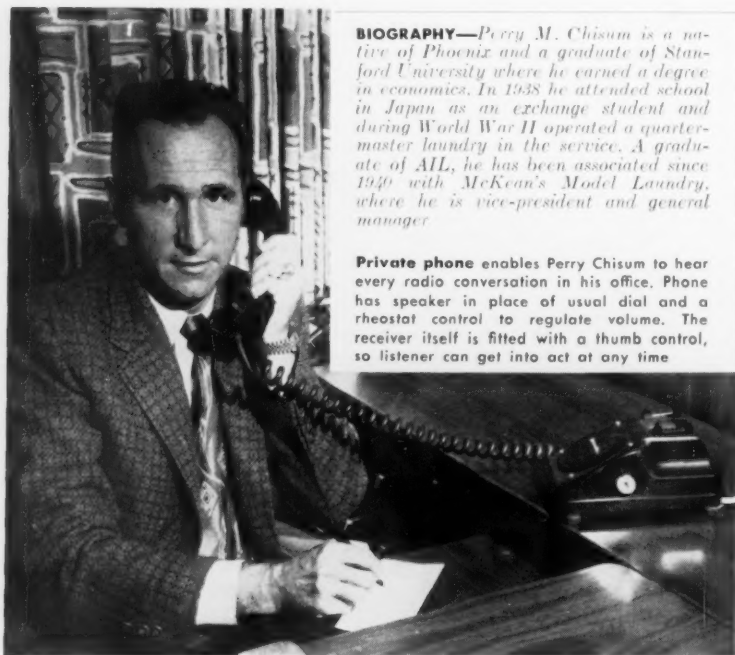
Our mobile radio places our entire organization at the disposal of our routemen . . . all day long. A routeman has many problems as he makes the rounds and we feel that he has an expert with him all day long to help with any problem. He may want to get information on a charge account. He may need information on some difficult piece of drycleaning. He may have an irate customer who needs a kind word from someone with a little more authority.

Our sales manager is available to each routeman whether he is in the plant or out on the routes. Each supervisor is not only available to the man he is with that day, but to all the other men.

This close contact which we are able to maintain is a great advantage when training new routemen. No matter how careful or thorough your training program is, those first few days and weeks alone are pretty tough. With the full help of the plant personnel and route supervisors available to him, a new man quickly gets over those first rough spots.

We even find the routemen cooperating with each other on picking up bundles for each other in emergencies when the regular man cannot make the pickup soon enough. They will hear the call over the air and offer to cross over their route for the bundle.

Better supervision: Our routemen check in and out of the plant via their radios and are plotted on the master board. They also check in and out of service when expecting to be unavailable for more than 10 minutes. The sales manager can, of course, know exactly what location on his route a



BIOGRAPHY—Perry M. Chisum is a native of Phoenix and a graduate of Stanford University where he earned a degree in economics. In 1938 he attended school in Japan as an exchange student and during World War II operated a quarter-master laundry in the service. A graduate of AIL, he has been associated since 1946 with McKean's Model Laundry, where he is vice-president and general manager.

Private phone enables Perry Chisum to hear every radio conversation in his office. Phone has speaker in place of usual dial and a rheostat control to regulate volume. The receiver itself is fitted with a thumb control, so listener can get into act at any time.



...and remember,
I said **YellowGo**[®]

**When you buy a stripper it
pays to insist on the best**

Fugitive color runs are inevitable in the laundry business. But you can make them less of a headache by keeping a supply of Wilson's YellowGo on hand.

YellowGo is the famous concentrated titanium stripper that safely removes dye stains of any color from white or colored fabrics. It works fast and does a thorough job without weakening tensile strength . . . can be used in the wheel, in a bath or as a spotter. And it's economical too—YellowGo costs only pennies per gallon of stripping solution.

Veteran laundrymen have sworn by YellowGo for over 25 years—they *know* by experience that there's no substitute for its speed, safety and effectiveness. So, next time you order a dye stain remover, don't be satisfied with something "just as good". . . insist on Wilson's YellowGo.



It's a WILSON "GO" product . . . made by A. L. WILSON CHEMICAL CO., KEARNY, N. J.

... sold by LEADING JOBBERS

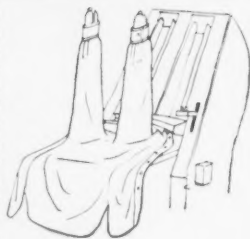


How to Improve Your Fabric Finishing

Several plant superintendents have asked, "How can we maintain quality production on Cabinet Sleeve Presses?"

It is well worth restating that to use the proper cover style expressly made for its specific press is to obtain the desired high standard of quality work. Covers made of Stad-Tex and Nylon Flannel assembled together will help you produce the finest work from your cabinet sleeve presses.

Stad-Tex is slick but not slippery so the sleeves can slide easier and be positioned more quickly. Stad-Tex (the outer cover) is made of long wearing, heavy filament nylon, especially treated to resist heat and abrasion. Stad-Tex is backed with Nylon Flannel, a knitted filament nylon napped on one side to give it



resiliency for a long time and to maintain the proper thickness. Sleeves dry quickly. Stad-Tex Nylon Flannel assembly is a one piece cover, easy to install and guaranteed to fit all cabinet sleeve presses of every cabinet sleeve press manufacturer.



Call your distributor—he will help you with your press maintenance problems. Or write for a "Glossary" that defines the various types and uses of STAD-SPUN and STAD-TEX Press Covers.

STADHAM
COMPANY, INC.
HEXAGON DIVISION

1825-31 N. 20th ST. PHILADELPHIA 21, PA.

man is at any time. Our sales manager is able to spend much of his time out on the routes and still not be out of contact with his men or with the plant. He frequently contacts a man via the mobile unit in his car and arranges for a rendezvous at some particular spot on this route. He may have some special order for him, or just might want to have a personal conference.

Listening to the radio conversation gives the men a certain boost in morale. It is hard to work alone. This two-way system makes each man feel more a part of the team. Of course it keeps the men more on their toes because any long period "out of service" is quickly noticeable.

Coordinates selling effort: We have found that the best way to get our routemen to make new calls is to pick out definite leads and direct their efforts over the radio. These leads are move-ins of new people, various club lists, etc. We even block out certain parts of a man's territory—usually one he suggests himself—and cover that territory house by house. We do not ask him to just call on the houses in this area, but we look up the names and give him a direct call via his mobile radio. Our sales manager receives a radio report on all these calls.

We believe that a routeman should have his day pretty well planned for him when he starts out and that he should be constantly directed throughout the day. This includes his door-to-door selling.

Constant selling reminders to our men are given out on radio throughout the day. At the end of each call to a man our dispatcher ends her conversation "and don't forget to ask for

drapes." We use this same procedure on whatever we are promoting at the time.

Two-way radio has saved so much time for our men by eliminating backtracking and other extra calls that we find they have more time to handle a larger route and do extra selling. This means more commission for the routemen, therefore better satisfied men.

Of course, the very fact that we are able to take care of our customers' needs so quickly is a great selling point, also. After all, service is just about all we have to sell in the laundry business, in the last analysis.

Now you may think these advantages are all well and good, but just what are the results? Has radio communications shown any concrete results?

Just before I left the plant I took the figures from our 10 radio-equipped retail routes and compared the figures for the most recent four weeks against the same period last year before we started using our radio equipment.

Every one of these routes was showing a substantial gain. Our best route showed a gain of 56 percent and our lowest was still able to show over 6 percent gain. We had four routes over the 50 percent mark and one of these was operated by a new man. Our over-all average for all routes showed 30 percent.

Now this is in the face of increased cash-and-carry competition—in fact, we operate 12 cash-and-carry stores ourselves.

We feel that we will be able to show the same or greater gain for some time to come as we shall get even greater results in the future from our radio communications. □□



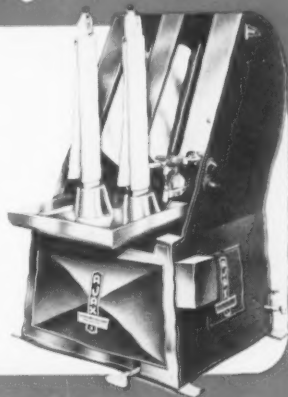
3 simple lays on AJAX *Supermatic* SHIRT UNIT ... produce the perfect shirt!



CABINET SLEEVE PRESS

Model CS

1 . . . The first operation superbly finishes both sleeves in just one lay — automatically — in 7 to 8 seconds. • The exclusive "Magic-eye" seam indicator permits instant adjustment for any length sleeve • Faultless finishing from cuff seam to shoulder seam • High velocity heads and fully heated bucks for fast drying.



COLLAR AND CUFF PRESS

Model CCW

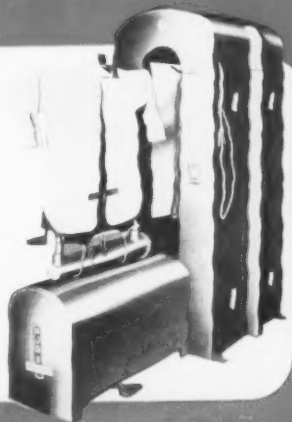
2 . . . One single lay finishes both cuffs and collars completely with superb quality. Equipped with exclusive AJAX HIGH VELOCITY HEADS for fast drying. Designed for years of continuous performance. Every shirt gets an extra-fine, lustrous finish that your customers appreciate and recommend to others.



CABINET BOSOM BODY-YOKE PRESS

Model CBBY

3 . . . One lay completely finishes the front, back and yoke, automatically in 15 seconds, with perfect quality • Easy to Load • Easy to Train New Operators • All Steel Construction for Dependable Service • Exclusive AJAX High Velocity Heads for Fast Drying.



Let us show you how these three simple lays can be made in your plant on an Ajax Supermatic Shirt Unit. Write, wire or phone (Elgin 5-7406) for complete layouts, floor plans and testimonial letters.

AJAX PRESSING MACHINE COMPANY

MANUFACTURERS OF AJAX PRESSES • since 1929

SALT LAKE CITY, UTAH

Leading laundry operators



"I have given New Ad-Dri Bleach a thorough test and am convinced of its superiority over liquid bleach. Formerly I thought dry bleaches were not safe, but I have used New Ad-Dri Bleach on more than \$10,000 worth of home laundry and find it to be completely safe to use. In addition, our experience has proven that New Ad-Dri Bleach turns out high quality work. I particularly like the consistency of strength and the ease of handling New Ad-Dri Bleach."

*Mr. J. M. Mitcham, Superintendent
Stoddard Cleaners, Inc.
Atlanta, Georgia*

"We like New Ad-Dri Bleach in our plant. It's so convenient to use, and it's a good stain remover, too."

*Mr. Marvin James, Jr.
Istrouma Fabric Cleaners
Baton Rouge, Louisiana*



"There's no mixing or messing with bleach preparations. I just put New Ad-Dri Bleach in my regular bleach operation in dry form, that's all."

*Mr. Edward Croak, Manager
Selmier Peerless Towel and Linen Service
St. Louis, Missouri*

"It's really simple to use New Ad-Dri Bleach. We just fill the Dri-Ader measuring cup to the proper mark and add it dry to our regular bleach operation."

*Mr. Cecil C. Collins, Superintendent
Oak Park Cleaners and Laundry, Inc.
Tampa, Florida*



are sold on

new

new
AD-DRI
Bleach

is added dry
to the
bleach suds

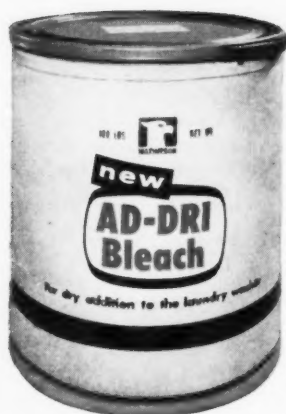
new
AD-DRI
Bleach

is added dry—
right from
the drum

new
AD-DRI
Bleach

is easily
measured in the
handy Dri-Ader cup

AD-DRI®
Bleach



New Ad-Dri Bleach is packed in 100-lb. Leverpak drums. Each drum contains a convenient Dri-Ader measuring cup.

AND THAT'S ALL THERE IS TO IT!

Here's the modern, convenient product designed to eliminate the spillage and breakage, the time-consuming bother, the guesswork and errors of "do-it-yourself" bleach solutions—New Ad-Dri Bleach.

It's as easy to use as putting in the soap. All *you* do is to add New Ad-Dri to the wheel at the beginning of your normal bleach operation.

New Ad-Dri does the rest! Turns out wash after wash with extra stain removal, maximum whiteness retention and minimum tensile strength loss.

Buy New Ad-Dri Bleach now and get controlled bleaching with no waste of bleach power. With New Ad-Dri, you'll see the difference for yourself at once—the *right bleach, the right amount, the right strength!* Order from your laundry supply house or write directly to us.

MATHIESON CHEMICALS

OLIN MATHIESON CHEMICAL CORPORATION
INDUSTRIAL CHEMICALS DIVISION • BALTIMORE 3, MD.

Ad-Dri® is a trademark

3700



Point-of-purchase signs suggest plant's many services and make salesgirl's job easier. Plant also uses television, radio, newspapers and other media to stimulate interest. Special promotions, like box storage, give girls opportunity to earn bonuses

This Richmond firm puts

Counter Girls on Commission

Rigid training plus incentive helps boost
this plant's total sales volume fivefold

BRANCH OPERATORS are all too often inclined to believe that there isn't much that can be done to stimulate sales at the counter. But the management of Cinderella Cleaners and Launderers in Richmond, Virginia, developed a plan that has worked wonders.

Three years ago this plant averaged less than \$1,000 a week. Today its drycleaning volume has increased five times and over-all sales run near \$500,000 annually.

There is no pat formula for success, although in the final analysis it includes business acumen, merchandising, salesmanship and daring to do things differently from the accepted pattern. The latter reason keynotes the success of Cinderella.

For example, immediately upon taking over the business the new owners raised prices in what had been traditionally a cut-price operation. They budgeted 8 percent of their

By ART SCHUELKE

gross for advertising, four times the industry average. They still spend 4 percent, although dollarwise this is far above their original expenditures.

Cinderella put its counter girls on an incentive program, rather than a straight salary. It instituted a sound sales training program for all store help and route salesmen. The results of the training and incentive programs play a vital part in this firm's success.

Since similar programs can be helpful to all branch operators, E. A. Shoemaker, president of the firm, agreed to divulge its program.

Management of Cinderella decided that store sales costs should hold at 10 percent. This is exclusive of rent, light, supplies and other cost factors. The girls in a given store divide up 10 percent of that store's gross sales. Each outlet operates independently of the others in arriving at the bonus

figure. Within each outlet the girls function as a team. The firm presently has seven branches and the main plant call office. Crew sizes vary, but the larger stores are handled by four girls. In every case, pay is straight commission, with no guarantee.

In addition to the regular commission (in lieu of straight salary), the girls are offered special incentives on promotional items. For example, the firm is currently engaged in a box storage drive. Each store's quota is 10 orders a week. If the quota is met, the girls get an extra dollar per box bonus. In case they just meet quota, the girls in that store divide \$10 among them. If they sell only nine, there is no extra commission.

The counter girls are backed up on these promotional drives by television, newspaper and radio advertising, as well as other forms of merchandising. Window streamers, as well as store interior trim, offer sales



your **BEST Salesman...**
Flatwork with

"PERFECTION" FINISH!

RED EDGE
Knitted Padding



"Perfection" Finish is your best salesman. It calls on every customer, extends a guarantee of complete satisfaction and places firsthand proof of highest quality work at every housewife's fingertips. Moreover, this salesman calls again and again and quickly establishes your reputation among ALL the housewives of the community. That means MORE customers, MORE bundles, and more PROFITS for you!

Your best assurance of "Perfection" Finish is RED EDGE Knitted Padding. Highly resilient, it forms a firm but springy cushion on your flatwork ironers and presses... treats flatwork, white shirts and sport shirts with utmost care, presses surely and cleanly without damage to buttons, seams or hems. And RED EDGE saves money for you because it saves dressing time in your plant, goes on and comes off ironers and presses quickly and with ease. Ask your Supply House for RED EDGE today!

RED EDGE KNITTED PADDING

*Available in the right Types and Styles
 for all your Finishing Equipment!*

STANDARD 1/4" and 3/8"

FOR FLATWORK IRONERS: 1/4" and 3/8"
 Styles in Rolls, or Cut and Bound Pads.

FOR PRESSES: 3/4" Style, Redi-cut and Bound
 Pads. Also available in Press Padding Rolls.

DOUBLE THICK

FOR FLATWORK IRONERS: 3 Cut and Bound
 Pad Styles.

Cotton: Cotton Binders attached.

Cotton: Asbestos Binders attached.

Asbestos: Asbestos Binders attached.

*All 3 Double Thick Cut and Bound Pads
 available WITHOUT Binders if desired.
 Single Thick Pads available in all 3 cotton-
 asbestos styles for Flatwork Ironers using
 spring padding.*

RED EDGE
Knitted Padding

KNITTED PADDING CO. • CANTON, MASS.

aids to the girls, too. During the present box storage promotion the girls wear teaser buttons which say, "Ask me about box storage." They are "fined" 50 cents if they are caught without the button while on duty.

The girls are so imbued with the spirit of selling, it is a revelation. One was encountered a few blocks from the plant, on her way home after work. She still had on her pin! Whenever a customer brings in a summer garment for cleaning, she is given the box storage story. Often the girls will hold a box with a few items for the customer for several days. It gives the patron a chance to bring in other summer apparel to get the box full. A visit to a couple of outlets revealed each store had a half dozen or so boxes partially full, awaiting another armload from the housewife.

Selection and training

Jobs as counter girls for Cinderella Cleaners are considered highly desirable. What few vacancies occur are usually filled by some person recommended by a present employee. Only on rare occasions is it necessary to run a newspaper advertisement.

When an applicant is to be hired, she is first interviewed by the store manager of the main plant. This person, Lillian Ellis, is completely familiar with hiring techniques and understands selling.

Applicants are asked if they prefer straight salary, commission and salary or straight commission. If they indicate a preference for the first two they aren't hired. This organization wants people who want to earn on their abilities. After the initial screening, management further interviews the job seeker. In most cases the decision of the store manager is accepted. She then has the responsibility of training the new girl, and the right to dismiss all counter personnel.

The new employee is a trainee for at least three weeks. Even if a help shortage exists, the new girl is given complete training in the main plant. Girls from the plant call office or other stores will cover the vacancy caused by people who are absent or who have left the company. During the training period the girl is on straight salary.

The first week of employment is devoted to educating the new girl in drycleaning processing of garments. She does actual production work, starting in the marking department, right on through cleaning, spotting, finishing and assembly. While the trainee doesn't do the cleaning or spotting, she does help in classifying and sorting. She learns all the procedures used in those departments.

All her time is devoted to process, absorbing product knowledge. No attempt is made to teach her selling at this point. She does learn scheduling, pricing and other points that will stand her in good stead when she becomes a saleslady.

All of the second week is spent in the laundry department. Here the trainee doesn't do any work, but merely observes the several steps of the operation. It would slow production of shirts, for example, to break up a crew while the novice attempted to finish them. She does become familiar with every phase of laundry processing, the amount of expensive equipment required and the care given customers' apparel.

Finally, in the third week, the trainee learns selling. She is carefully coached by the main plant store manager. She helps the counter personnel index and list orders. She listens to the other girls as they wait upon customers. She learns the various services the firm offers, such as shoe repair, complete laundering and drycleaning. She becomes aware of the importance of suggestive selling, such as waterproofing on rainwear, mothproofing of blankets, and box storage.

Toward the end of the week the trainee begins to wait upon customers herself. At this time she is given a quiz by Mr. Shoemaker. He has a list of questions typical of those asked by the average patron. These involve service, prices, store hours, and dozens of other things that people may ask. On those which she misses, she is given the correct answers and told to study them. Another quiz is given later to make certain the girls completely understand *what* they are selling, and *how* to sell it.

Tape recorder is selling tool

The owners of Cinderella Cleaners are great believers in the use of tape recorders. They use the device, not as a one-shot gimmick, but a continuing sales tool. On the counter at the main plant are two microphones which are generally a part of an intercom system. Near the end of the trainee's time at the main plant counter, this mike is hooked up to the tape recorder.

Unknown to the trainee, her discussions with customers are picked up. Later that day she is invited back to the office of Mr. Shoemaker and told about the tape. It is played back to show her how she sounded to the customer. The good points of her presentation are told to her, as well as those on which she needs further training.

Before the new girl is transferred to her own store, another tape is made

to show her where she has made improvement or needs still further help. The normal training period takes three weeks. If the girl isn't completely ready, this may be extended for a longer period until she can stand on her own two feet. Mr. Shoemaker says, "The girl can make amends to the manager when she makes mistakes during training, but once you make them to the customers in your own stores, you are stupid forevermore in the eyes of the customers." The girls are given every opportunity to be fully armed before they meet the public on their own.

The tape recorder is used extensively whenever new promotional campaigns are launched. Weeks before a campaign is started on TV, radio and newspapers, every salesperson is given the selling talk that goes with that particular promotion. They get to hear how it might sound to the customer. Management will ask them questions typical of those the housewives may raise about that special promotion. Their answers are played back. This applies to the older salespeople as well as the trainees. Meetings are held regularly every Wednesday, except during peak seasons when the problem is to get the work out, not to bring it in.

Cinderella Cleaners realizes that personal selling must back up even the most elaborate advertising campaign. Not only the route salesmen and counter girls are properly trained in selling. The switchboard operator at the main plant comes in for her share of this, too. So that she will be completely familiar with selling techniques, the attitude of the public and plant conditions, she spends an hour and a half a day at the main plant's counter, waiting on trade.

Management here wants all its salespeople to have all the help it can give them. The better equipped are these people, the better the chances for extra sales. These sales figures are not closely guarded secrets from the salespeople. As a matter of fact, the girls themselves make up the volume report sheets.

It was mentioned earlier that these counter selling jobs are highly desirable. At the time of this writing, there was one trainee who had been on the payroll several months awaiting an opening in one of the stores. During the interim, she was working in the cleaning plant and filling in for absent counter help when need arises.

The several-week training period, the meetings, use of the tape recorder may seem like a considerable expense. Actually, the time and money involved are a sound investment. The results prove it. □□



every one
of
Hoffman's
6 end-loading
washers has
built-in profit

dollars earned

Rapid cycle gets through higher poundage per load . . . more loads per day. Thorough cleaning means fewer re-runs. Advanced design features include "eye-and-ear" signals, electrically operated drain valve (solenoid energized only to open), manual over-ride on automatic models, aircraft-type welded construction and big 18-inch diameter door. Result? Satisfied customers galore—and their friends!

dollars economized

Operating costs swoop down after your installation of a Hoffman washer, because of minimum attention needed from operator. Cleaning is quick, thanks to stainless steel construction; steam connection simplifies inside blow-down. Maintenance cost is negligible. Cylinder, electrical controls, gaskets, timer and dial are accessible in an instant. Re-runs hardly ever necessary; small lots are handled economically.

dollars saved

Choice of 30, 50 or 75 to 80-pound models, manual or fully automatic—a washer for every size of laundry and shirt laundry, hotel and motel, washeria, drycleaning plant and hospital. Priced right to save you real money. Easy, convenient terms.

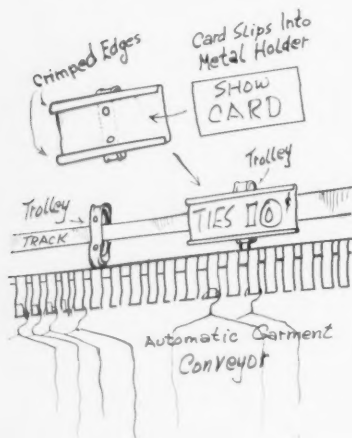
Better check with your Hoffman distributor today, for more news about Hoffman end-loading washers, and cleaner laundry work with built-in profit.

U.S. HOFFMAN MACHINERY CORPORATION 105 FOURTH AVENUE, NEW YORK 3, N.Y.

November 15, 1956

Rhapsody in Bellew

LAUNDRY OPERATORS are continuing their habit of amazing me. Sometimes it seems they surely must have a super sort of grapevine that warns them when I'm going to call on them . . . and they dream up a refinement on a conventional piece of equipment that knocks my hat off.



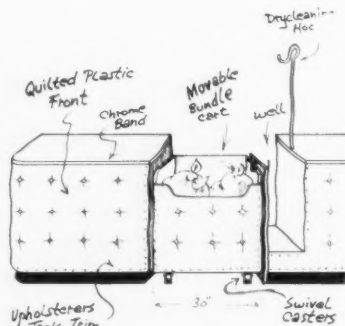
Motion for Showcards

You're all familiar with these wonderful new drycleaning garment conveyors for the front office that save your girls so many steps in finding an order. Like a merry-go-round they add a needed touch of animation to any office. Sparkle Laundry and Drycleaners in Phoenix, Arizona, has taken full advantage of the attention-getting qualities of these conveyors. (Others may be doing the same thing, but this is the first one I've seen.)

Sparkle had fashioned metal holders that fit to the trolleys of the garment conveyor, to hold showcard signs that extol the many services offered by the plant. As the conveyor moves, the showcards pass before the eyes of the waiting customers. Evidently the idea is doing a real job of selling.

Movable Bundle Cart

In Burbank, California, the call office of Arrow Laundry and Cleaners is quite attractive since the counter front is fitted with a quilted effect made of plastic to give a leatherlike



appearance. It is further set off by a chrome band along the top edge and lavish use of upholsterer's tacks as a border.

At first glance the counter seems to be broken only by the "well" that holds the customers' drycleaning orders. Closer inspection, however, shows one 30-inch-wide section of the counter is actually a movable bundle cart on swivel casters, which can quickly be pushed to the back room for unloading and returned to its counter spot. Made of $\frac{3}{4}$ -inch plywood panels, this sturdy cart is "quilted" to tie in with the rest of the counter front.

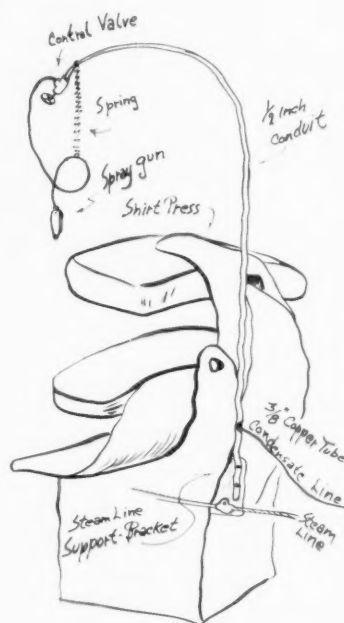


Scale Showing Pricing

Arrow Laundry and Cleaners offers an "Economy Launderette Service," the cost of which is determined by the weight of the bundle. So that the customer desiring this rough-dry or fluff-and-fold service will know the

exact cost, a small 100-pound scale has been installed at the end of the counter.

The top of the scale has been fitted with an oversized metal tray to hold the bundle. A large sign on the wall of the call office lists the prices so the customer knows to the penny what the bundle will cost.



Spray-Gun Support

Need for a spray gun at the shirt units in a laundry always brings up the question of where to place the support for the thing so it will be least in the way. At Arrow Laundry in Burbank, Howard Kyte, the plant superintendent, uses easily bent half-inch conduit which he fastens to the steam-line support bracket on the back of the press. This conduit is secured by a pair of nuts and bolts, and the top end is neatly curved over to position the spray gun at the desired point.

While Howard used to tape a $\frac{3}{8}$ -inch copper tube to the outside of the conduit to carry water to the spray gun, he has since come up with a better arrangement. He now runs the copper tube inside the conduit, making a far neater appearance. □□

**quality control
goes UP...
costs go DOWN
...when you use
BOTH Keever products
in the washroom**

Better finished work . . . bigger profits.
That's the "one-two" punch you get with
Satinette and Ultra-Lite.

No need to change your washing formula
either, yet volume increases and you save
thousands of gallons of water. Want to
know how much?

**a check-chart analysis by
your Keever sales-service man
can tell you in 10 minutes
exactly what you save**



SATINETTE —A balanced blend of wheat and corn for proper body and a smooth, pliable finish. Non-congealing. No waste. Use it hot or cold.

ULTRA-LITE —Makes whites ultra-white. Makes colors ultra-bright. With each 42" x 84" wheel on a 48-minute formula running 8 hours per day, you can increase production 6,900 lbs. and save 18,400 gallons of water per month—222,000 gallons per year.



THE KEEVER STARCH CO., Columbus 15, Ohio

Corn, Wheat and Other Grain Products for Industry Since 1898

PILGRIMS' PROGRESS

"NON SOLUM NOBIS"

Volume XLVIII

JULY, 1956

No. 7

DEPARTMENT NOTES

EMERGENCY

Anna Valkenburg of Emergency Crew, had a double celebration at her home on Tuesday, June 26th. Anna's great niece, Dolores Perks graduated from Manual High School and the celebration was also in honor of her great-nephew, Harry Perks who graduated from grammar school. Father and mother of the graduates were former Pilgrim employees.

Thank you Dolores Kolord for the goodbyes on June 29th. They just hit the spot.

We sincerely hope that Beatrice Baker will like working with us, as well as we like having her with us.

Lots of luck to Joe D'Amico in her new apartment over on 17th Street.

Have a nice vacation folks, see you soon.

Florence M.

GARAGE AND SALES

Hi Gang,

Hope Mr. and Mrs. Frank Fayhe had a smooth plane ride to Chicago and a restful vacation.

Jim Connolly had his vacation. What, no car, only Shanks Mary or walking.

John Walsh has been on jury duty. Good morning, Judge.

Fred Savane is looking for a cooling system or a helper to fan him.

The children on 17th Street didn't like Bob Lee's new black. They thought



SHIRT DEPARTMENT

We wish to express to Mr. Robert Esler who recently celebrated 25 years with Pilgrim many more successful and happy years with the Company.

It is indeed good to see Mr. Esler

Pilgrim Laundry's Progress is believed to be oldest employee newspaper in the industry. It has been published monthly by the Brooklyn plant since 1909

What You Should Know About Publishing a Plant Newspaper

Important medium can be used to stimulate production, sales and goodwill

By ROGER GANEM

COMMUNICATION is the chief purpose of a plant newspaper. It is a widely used tool to foster better management-labor relations as part of a firm's over-all public relations program. That it is important is evidenced by national figures which show that American industry spends about \$50 million a year for plant periodicals.

Who needs a company publication?

Laundries that are hurt by poor production and low morale, and plants with branch stores, different shifts and many routes need a connecting link.

Fundamentally, if your business progress has been stagnant because of some loose ends within the organization, a solution may be the internal company publication.

What can it do?

A plant publication is valuable in many ways. It has become a major medium because—properly edited—it can accomplish the following:

1. Present management's policies, plans and objectives and in that way defend it against rumor, misunderstanding and adverse propaganda.

2. Increase and/or maintain production by clearly explaining changes in procedure and policy in advance of the changes and by offering helpful hints on how employees can do the job faster, more easily and more efficiently.

3. Serve as a sales tool for sales personnel, giving highlights of sales meetings and constructive tips to increase route business.

4. Develop goodwill, loyalty and fellowship among employees because

the stories concern them, their activities, their future.

5. Provide the staff with background information about the company, its history, growth, reputation, etc.

6. Broaden the workers' knowledge of management's viewpoints by including well-chosen articles on current events, science, politics, etc.

7. Improve management's prestige outside the plant if the publication is mailed to community leaders and other interested parties.

The objective or objectives management wishes to attain should be decided upon before any attempt at publication is made. Otherwise there is danger that the paper will deteriorate into a mere gossip sheet serving no useful purpose to either management or labor.

You don't have to be big

Many laundries feel they are too small to publish a plant newspaper. A leading authority on the subject, Charles G. Hagedorn of "House Organs," New York City, suggests 20 employees as a minimum. Others say a firm with as few as 12 workers can use this medium to advantage.

However, the number of employees is not the major determining factor. The decision depends also on the effectiveness of the present communications system and the difficulty management has in contacting all its employees.

Who should edit it?

In smaller plants the editor will probably be the owner because he, more than anyone else, knows what is going on and what he wants to print. But there is often a big demand on his time.

Others who might be considered for the job are the sales manager, a supervisor, a talented person in the office or any other key employee who has a flair for writing. Or, as in one case, the owner may name his son editor to develop in the youngster an interest in the plant while providing an excellent means of introduction to the business. Preferably, the editor should be someone on the management level.

Larger plants might hire an experienced journalist exclusively for this function, or they might give this duty to the firm already handling their advertising program.

Department personnel may be included on the editor's staff to provide him with chatty personal material about the employees.

What sort of stories can be included?

The laundry offers many newsworthy items which may be included in the plant newspaper. For example, any of the following may be played up:

1. Awards to personnel
2. Employee parties and sales activities
3. Changes in personnel
4. Community service performed by individual workers or by the plant
5. New plant services, or changes in service, equipment, layout
6. Reorganization of the plant
7. Remodeling or construction of new branches
8. Plant visitations by individuals or groups
9. Company anniversaries, history, reputation, annual earnings and report and distribution of bonuses, future plans
10. Individual achievements of personnel, such as long-term anniversaries, acts of heroism, distinguished service awards, etc.
11. Helpful hints and timely reminders for the sales staff and counter girls in their contacts with customers
12. Information on safety rules, social security legislation, etc.

The company publication is the official spokesman for management, but the paper should be printed in such a way that the employees think of it as *their* publication. More than three-fourths of the news should be about employees.

Should a company publication be used to explain management's side in a labor dispute?

It is generally agreed by authorities in the field that mention of unions and

labor activities should be avoided. Aside from brief reference to labor-management committee meetings and routine labor functions, most plant newspapers steer clear of such news items. A plant publication is management's medium for the presentation of its own policies, objectives and plans. Labor unions have their own press.

How much will it cost?

A mimeographed periodical with a couple of hundred copies can be handled right on the premises and shouldn't cost more than \$10 to \$15 to produce. A good stencil can reproduce up to 5,000 copies.

Plants not having a duplicating machine can get the work done by a public stenographer. Average cost would be around 75 cents to \$1.50 per stencil for 100 copies, plus typing time of 20 to 30 minutes.

A more expensive possibility is the photo-offset process. This involves more work, time and money, because the printer has to set up the type, proofread the entire paper, reproduce copy through photography, etc. Cost of printing depends upon size, number of pages, frequency of printing, type of paper, use of color, distribution, etc.

It is advisable to check first with your printer or other specialists in the field of plant publications to get estimates. You may discover that he might be able to give you a more professional job than you can get through the mimeograph without too much additional expense.

How often should it be published?

A plant newspaper will have more success if a definite printing date is adhered to. Regularity can build up steady readership. Publishing that is done on a haphazard basis tends to minimize editorial impact.

Special issues when management has something of timely importance to tell its workers always have merit.

The most common periodical is the monthly, which normally gives both the reader and the editor enough time between issues. But should this be too frequent for your particular plant, a quarterly, semiyearly or yearly periodical will do.

Who will handle printing?

If a mimeograph machine in the office is used to publish the plant newspaper, the office personnel can take charge of the matter.

If the periodical is more elaborate, special equipment and outside talents are needed. (Company publications in the aggregate boast a nationwide cir-

July 1956

PILGRIMS' PROGRESS

17 Page Three

Pilgrims' Progress

Published monthly in the interests of the employees of the Pilgrim Organization

PILGRIM LAUNDRIES, INC.
Proctor and 41st Avenue, Brooklyn 18, N. Y.

EDNA R. GLEASON, Editor
LORRAINE PURCELL, Assistant Editor

Contributing Editors:
GEORGE CARTER
LILLIAN CANNON
GERTRUDE DONALE
MARY PARRELLA
FLORENCE MARLBOROUGH
TODD DIXIE AND GUY JOHNSON

JULY, 1956

COMMENT FROM CUSTOMER

Dear Pilgrim Folks:

I saw a small blue slip amongst our laundry asking for a one line comment on the way we thought our laundry was finished.

I could not squeeze on the slip what I wanted to say. Our laundry is finished beautifully! The smallest details so carefully checked that I am spoiled to the extent of wondering why it can't put itself away.

We, as a family, appreciate the workmanship and care that each and every one has put into its completion. From our courteous driver to each and all of you we say thank you!

Very truly yours,

SUMMER REGULATION
ON UNIFORMS

Belts on uniforms must be fastened.

PILGRIM SERVICE RECORD

JULY ANNIVERSARIES

Forty-four Years
Anna Valkenburgh July 28

Thirty-Eight Years
John Farrell July 11

Twenty-Nine Years
Eugene McNally July 27

Twenty-Seven Years
John Gillespie July 5
Helen Martin July 8

Fifteen Years
Patrick McGovern July 7

Ten Years
Julia Martello July 15

Plant paper contains at least four pages, is job-printed by letterpress. Of average 650-700 run, some 550 go to plant personnel; rest to retired employees, industry leaders, trade press

ulation estimated at half a billion. It's a big business.) Consult your classified directory, local printer or public stenographer for further information.

How should it be distributed?

Passing out the paper during working hours within the plant is not as effective as mailing the publication to the homes of the employees. It can upset routine and never get any further than the washroom floor. Mailing the paper to the homes assures greater readership and more time to assimilate its contents. The small postal charges are by no means prohibitive when measured against the results gained.

How many pages should it contain?

The amount of news available in time to meet the publication date and the type of process used normally de-

termine the number of pages in the issue.

The mimeographed publication has the greatest flexibility because the editor can use as many pages as he wishes without upsetting production. It is not advisable, however, to mimeograph on both sides of the paper.

If photo-offset or any other type of printing is planned, different requirements must be followed. Space is generally a constant. There are just so many columns to fill and just so many pages. Stories that don't fill the predetermined spaces must be supplemented with pictures and filler material. Single sheets can be added if news is heavy. Both sides of the paper are used.

Can color be used?

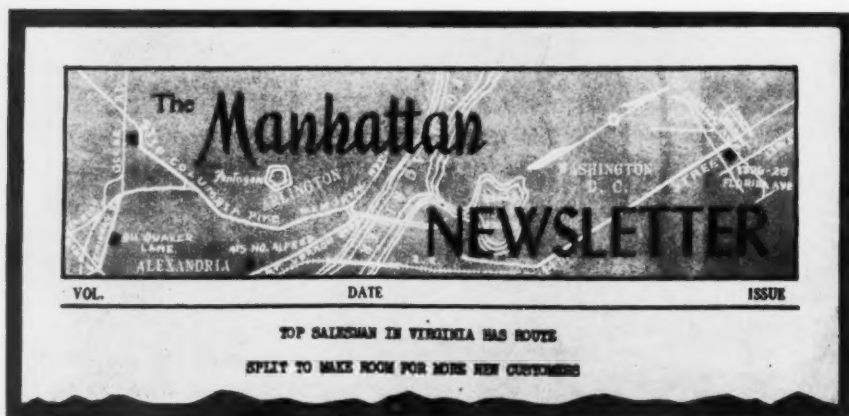
Color can dress up the publication even in the mimeograph process. One

way this can be done effectively and inexpensively is by deciding upon a permanent masthead and having a printer run off a sufficient number of copies to take care of Page One for all issues. Or the color of the ink may be changed, or different color paper can be used.

For printed publications it's a matter of personal preference, the amount you have to spend and whether or not the printer is geared to handle color work.

Can a publication be put to other uses?

A plant that is proud of its publication can include on its mailing list retired personnel, the local press, community leaders, customers and the public in general to spread its name and reputation and to promote better understanding. □□



Mimeographed publication with preprinted letterhead was designed primarily for Manhattan's widely scattered sales force of 75 persons in and around the District of Columbia

Scattered Sales Forces Knitted Together by Plant Publication

THE "NEWSLETTER," a mimeographed newspaper, links Manhattan Laundry's main plant in Washington, D. C., with its substations in Alexandria and Arlington, Virginia.

The main purpose of the company publication, which goes out to a 75-member sales group, is to:

1. Keep the staff informed of the company's policies, pricing schedules and plant activities.

2. Render aid as a sales tool and thereby increase earnings of salesmen by publishing selling hints.

3. Create incentive in the work by listing progress reports of the top salesmen.

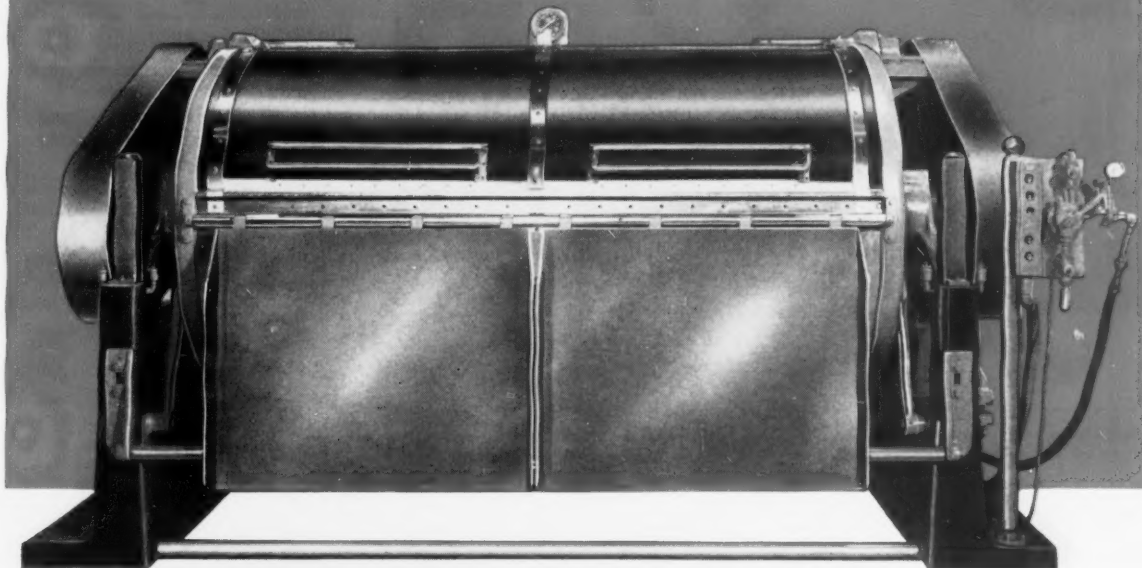
4. Summarize important points raised at sales meetings.

Since the *Newsletter* appeared on the scene in 1953, it has proved of great value in the dissemination of in-

formation to the scattered sales force. Each member knows what the others are doing and making; each gets the same sales aids and price schedules, and management is able to get its message across to everyone concerned.

The editor of the *Newsletter* is Herman Lubbes, Manhattan Laundry's sales manager, who was faced with the task of maintaining liaison between the main plant and its outlying

PAY LESS-GET MORE!

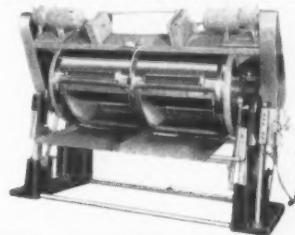


SUPER UNLOADING WASHER

NOW... A KING'S RANSOM TRADE-IN ALLOWANCE ON THE WASHER THAT GIVES YOU EXTRA LOADS-EXTRA PROFITS!

Here's your golden opportunity to "wheel and deal" on the finest unloading washer on the market — bar none! By taking advantage of Super's limited KING'S RANSOM TRADE-IN offer, you can buy this proven time and money saver at a market-shattering, unheard-of price!

The SUPER UNLOADING WASHER is designed to deliver peak efficiency in a minimum of space — giving you many extra loads per machine every day. Loading and unloading are accomplished quickly — easily... pneumatic powered "turn-over" boosts washing speed and capacity. It all adds up to greater profits for you!



Cylinder and shell revolve to unloading position as a unit without unbalancing the machine. Loads are more completely dumped. Aprons catch the load for easier transfer to extractor baskets.

BEFORE YOU INVEST-INVESTIGATE SUPER!

Call Your SUPER Jobber—or Wire or Write Direct—Today



SUPER

LAUNDRY
MACHINERY
COMPANY

P.O. BOX 307
ST. JOSEPH,
MICHIGAN

Use the YES - BUT - method to handle
her objections -

For instance, when she says:

<p>1. I have a washing machine. Say: "Yes - over 70% of my customers do too; but, they still prefer to send the hard-to-do pieces which make washday such a chore. They realize that the washing machine still has not taken the hard work out of washing at home, and for that reason they send the heavy pieces to us."</p> <p>2. You're so high priced on shirts. Say: "Yes - I suppose it does seem high; but shirts cost a lot to do at home too. Women find it to be true when they add up all home laundering costs and compare them with laundry prices on shirts. They can only value their hand work at about twenty cents an hour. So rather than give up so much time with so little return, they prefer to spend their time where it will really count. They send the shirts to the laundry for only a few pennies more than it would cost to do them at home."</p>	<p>using our laundry, because they select a service that is exactly suited to their needs. These are the different services we offer:</p> <p>6. Laundries lose things. Say: "Yes, sometimes they do, Mrs. Cardiff but you'd be surprised to know how seldom that happens. For instance, an average customer of ours would have to send 10,000 pieces of laundry before she would lose a single piece. For those few items we do lose we also make full adjustment for the value of the missing items. That's fair enough, isn't it, Mrs. Cardiff?"</p> <p>7. My husband likes his shirts done at home. Say: "Yes, I imagine he does like the way you do his shirts; but, I'm sure he'd like the way we do them too. You see, we use round irons for the collars and cuffs so that we can iron them to the shape they will be when they are worn. I'm sure we can do them to suit his approval. How about</p>
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Sales help in the form of printed word gives detailed, permanent record of methods to overcome sales objections. Looseleaf bound, such material could be nucleus for sales manual

substations. The periodical solved the problem of contacting the 52 route salesmen, the eight supervisors, the production heads and others closely allied to sales.

Mr. Lubbes not only edits the paper; he also digs up most of the news because he is so close to the situations from both management and the sales angles. It is difficult for the editor to receive outside help in gathering news since the periodical is designed for this special group. His best sources, Mr. Lubbes said, were the route supervisors.

Contents

The stories in the *Newsletter* are informative rather than chatty, principally because the paper is edited for the sales force. The items are kept short for quick and easy reading and the matters contained include the following:

Company policy, regarding delivery schedules, price changes, and production figures.

Selling tips, how to promote seasonal specials, how to handle objections.

<p>George Gauvreau, Route 37, who has held first place in sales and has been over his quota for two periods, transfers \$157.00 to Route 44.</p> <p>For this amount of business, George was paid \$157.00 in a lump sum at the time of the transfer and will have added to his weekly base pay 15% of that amount. This amount, \$23.75 will be reduced \$.50 each week until it is dissipated.</p> <p>At the rate George has been building, we are sure his route will be built back to its original figure long before the added 15% has been used up. The smaller area will allow a good salesman more time to sell and will cut down on his long hours resulting from mileage.</p> <p>*****</p> <p>"Success breeds success. Man writes his own destiny. You become what you do. Think, talk and act successful, and eventually you'll be successful. It's the supreme law of life."</p> <p>*****</p>	<p>A good sales presentation is easy to make. Just follow and develop these four pointers:</p> <p>TELL HER</p> <p>1. Who you are - who you represent.</p> <p>2. What you can do for her.</p> <p>3. Who you are now doing this for.</p> <p>4. What you want her to do about it.</p> <p>(Some of the things you can do for her are listed on Page 2.)</p> <p>*****</p> <p>Sleeping</p> <p>The Manhattan Shining Club reports - a fine trip - plenty of relaxation and NO FISH.</p> <p>(SEE BUCK HEDRICK FOR MEMBERSHIP)</p> <p>*****</p> <p>The STA-NU Corporation awards a \$5.00 cash prize to Jimmy Adamson, #1 Routeman for the outstanding job he has done using STA-NU as a business getter.</p> <p>*****</p> <p style="text-align: right;">We started ROUTE BILLING April 15.</p>
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The *Newsletter* follows up on sales contests, explains route changes, offers sales tips and inspirational material to keep the staff informed, make jobs easier

Sales contest news giving results of current competitions, including names and actual dollar figures on bonuses received.

Miscellaneous, such as jokes, proverbs, poetry.

Artwork, submitted by a talented employee.

The layout

Page One of the mimeographed *Newsletter* is made attractive by the 2½-by-7½-inch green masthead on which a map is sketched locating the main plant and the outlets.

Subsequent pages are all-white and the ink is black. All are the standard letter size, 8½ by 11 inches. The Manhattan Laundry publication contains as many pages as are needed to give full coverage. The average length is six mimeographed sheets, exclusive of special memos on prices.

The *Newsletter* is prepared by Mr. Lubbes but run off on a duplicator by a member of the two-person addressograph department. The cost of this project is absorbed by this department, which also prints all tickets, supplies, etc., for the three outlets.

The person who operates the mimeograph machine is an artist who occasionally adds extra dressing to the periodicals with a bit of handicraft in keeping with the theme of the particular issue. One eye-opener was a full-page picture of a moth. The only copy was two questions, one on the top border, the other on the bottom of the page asking: "Who will get your customer's STORAGE? YOU or this guy?"

Distribution

Mr. Lubbes presently hands out the *Newsletter* to the members of his sales force personally in order to maintain direct contact with them. In this way he is able to point out items that affect individual salesmen and to make sure they are understood. He did say, however, that mailing the publication to the homes would result in greater readership.

Future plans

The *Newsletter* has been well received by the sales personnel, who show their appreciation of Mr. Lubbes' efforts by increasing the plant volume steadily. The editor, too, values the publication so highly that he hopes some day to make it a companywide periodical covering sales, production and office.

If such a change is ever made, Mr. Lubbes hinted, an outside firm specializing in publishing company periodicals would be consulted. □□

Concentrate your buying at one source and save \$ \$ \$

***One call**
delivers a
complete "package" of
research-developed
washroom supplies!*



GROWING
NUMBERS OF
LAUNDRIES
FIND
GREATEST
VALUE IN
HAVING
WYANDOTTE
FURNISH ALL
THEIR
WASHROOM
SUPPLIES

RID YOURSELF of the trouble and confusion of purchasing your laundry washing products from several sources. *Make Wyandotte responsible for quality work in your washroom.* The Wyandotte representative—an expert in the laundry field—can supply you with a complete line of washroom supplies to take care of your every washroom need!

You eliminate guesswork and confusion when you buy from Wyandotte, too. For each product is research-developed to give you complete satisfaction and quality work *at low use-cost.*

Whatever the product—soap builders, bleach, starch, sours, synthetics, solvent, or specialty products—Wyandotte assures you of top-quality performance, product uniformity. All these Wyandotte products are distributed by leading laundry supply houses in your area.

Our staff of scientific (yet practical) men is ready to assist you with your laundry needs. Why not get in touch with one of our representatives or distributors in your area? There is one as near as your telephone. *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California. Offices in principal cities.*



Wyandotte
CHEMICALS

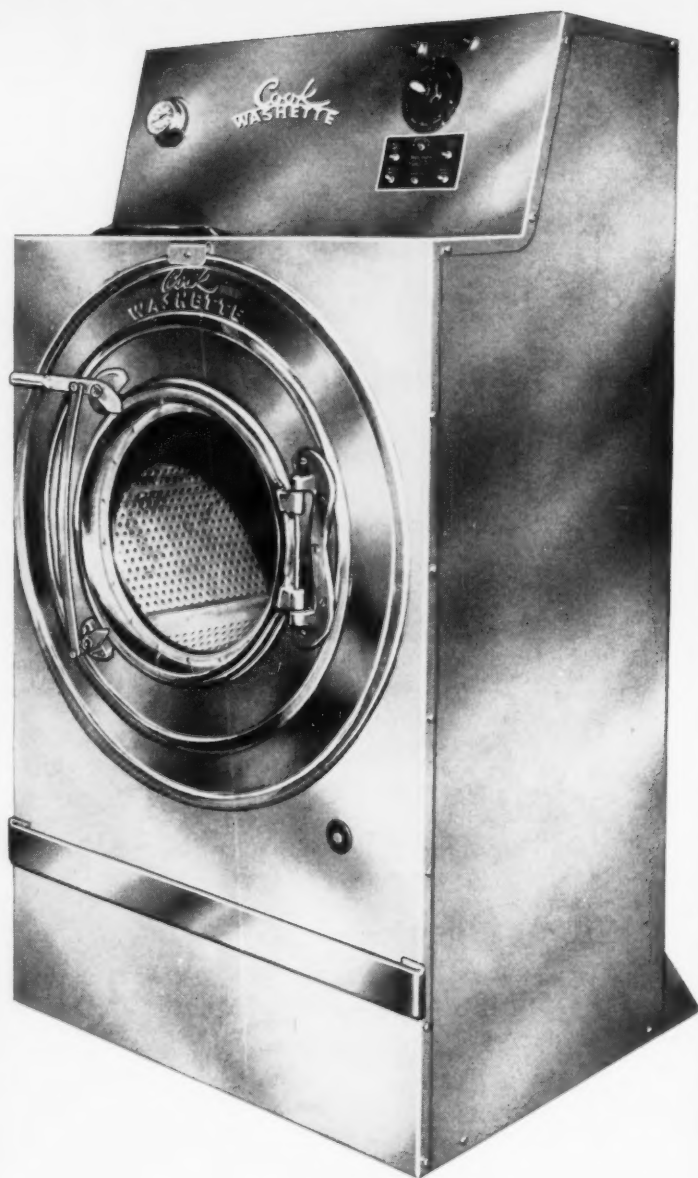
J. B. FORD DIVISION
SPECIALISTS IN LAUNDRY WASHING PRODUCTS

WHY

**MORE COOK *Washettes*
HAVE BEEN SOLD
THAN ANY OTHER
COMMERCIAL
LAUNDRY MACHINE**

- ① WASHETTES provide 28 fool-proof washing formulas — each by a simple 15-second dial change.
- ② WASHETTES come completely plumbed and wired for immediate, economical, easy installation.
- ③ WASHETTES have fewer moving and wearing parts, reducing maintenance, increasing profits. All parts are standard.
- ④ WASHETTES' Dodge reducing mechanism, pioneered by Cook, assures maximum power delivery at point of greatest use for minimum power loss.
- ⑤ WASHETTES are powered by specially-wound, reversible Master electric motors.
- ⑥ WASHETTES' simplicity of construction, though precision-built, permits untrained personnel to operate and maintain them efficiently.
- ⑦ WASHETTES are sold with a written warranty of long-life durability.
- ⑧ WASHETTES are shipped within 48 hours of receipt of order.

Cook WASHETTES are used and enthusiastically endorsed by quick-service laundries, steam laundries, hotels, motels, institutions, hospitals, schools and rest homes from coast to coast. Reproductions of actual endorsements on request.



SEND FOR **FREE** DESCRIPTIVE LITERATURE

COOK MACHINERY COMPANY, INC.
4128 Commerce Street
Dallas, Texas

- ☐ I am a buyer of laundry equipment and would like to have literature illustrating the Cook WASHETTE line of laundry machines.
- ☐ I am an accredited distributor of commercial laundry equipment and would like to have a FREE copy of the new, 32-page, loose-leaf WASHETTE selling manual for use by my salesmen.

FIRM NAME _____
BY _____ TITLE _____
ADDRESS _____
CITY & STATE _____

"The FIRST Family in Commercial Laundry Equipment!"

COOK MACHINERY COMPANY, INC.

Manufacturers of Washettes

4128 COMMERCE STREET
DALLAS, TEXAS

Believe it or Not... This Is Your Yearly WASH!
According to Statistics—The Average FAMILY has 1024 lbs. of laundry a year.
Just think of it! You probably never realized you did so much work and don't really have to! One single telephone call will bring one of our drivers to your home regularly at the same time on a specified week day. You are certain of fresh, clean laundry every week. Forget the backbreaking washing and ironing... let us pick up and deliver to your door. Telephone us today.

TRY THE EASY WAY...ASK FOR FINISH SERVICE...
"The Homemaker's Favorite!"
Big loads (over 400 lbs.)...
11¢ ADD'L
SHIRTS EXPERTLY FINISHED (5¢ EXTRA)
ARCHER LAUNDRY
ARCHER AIMS TO PLEASE YOU ALWAYS
Chicago Phone LAfayette 3-9217
Suburban Phone ELegance 4000

Save Money
AND DO YOUR LAUNDRY BY TELEPHONE
FREE PICK-UP AND DELIVERY
ARCHER'S DRY FOLD
IT'S WASHED IT'S DRIED IT'S FOLDED
Archer's new "All Year Round Sunshine" service washes and dries your entire family washing loads, your towels, bed sheets, upstuffs, robes and other large pieces. Wash is dependable: weather—"Rain or Shine," at

Life Can Be So Much Fun!
Don't Sweat It Out In Your Basement
Surely Your Freedom, Health and Beauty Are Worth It! Call to Us!
DRY FOLD
Archer's new "All Year Round Sunshine" service that washes and dries your entire family washing and folds your towels, bed sheets, spreads, tablecloths. No extra charges on anything... include your bedsets, comforters, shop rugs.
AMAZINGLY LOW COST

LET US BE YOUR WASHWOMAN
for only 97 cents a week
An Average 2 Weeks Washes Costs You \$1.93
\$1.93 Divided by Two Weeks Is 97¢ a Week
SPARKLING WITH CLEANLINESS
"We washer—600 GALLONS—no Chlorine 30 tubs of water and Mrs. K... for one washing
Every housewife probably thinks this is an utterly sanitary thing. But here at our laundry we use over six hundred gallons of water provide a separate washing machine for every type of fabric and every grade of color, with the proper temperature, soap and bath to conserve the fabrics.
ASK FOR DAMP WASH SERVICE
7 Lbs. \$1.48 and 7 Lbs. 44¢
If You So Desire We Will DRY and FOLD for you (Approx.) 7¢ per lb. add'l
PICK-UP AND DELIVERY

Low cost and simplified pricing (with emphasis on time and work saving) help this professional laundry build sales in the Chicago area

This laundry's ads show the housewife

Anything She Can Do They Can Do Better

Year-old campaign stimulates sales
with thought-provoking copy appeals

THE THEME of Archer Laundry's current advertising campaign is credited with increasing this Chicago plant's sales volume 7 percent since the time it was first used.

Although the idea is not new, the Callewaert family operating the plant is quite pleased with the results it has brought about.

Each advertisement gives a reason why the Archer Laundry can do a better job, more economically than the housewife can.

In one case, an advertisement points out that 600 gallons are used in one

By HARRY YEATES

washing at the plant—"No wonder our clothes are so clean!"

In another instance, the advertisement assumes a "Believe It or Not" motif and informs the housewife that the average family has 1,024 pounds of laundry to be done each year. The mere thought of the drudgery involved in washing, drying and ironing would seem to be enough of an inducement to send the most energetic housekeeper scurrying to the tele-

phone to contact one of Archer Laundry's 30-odd route trucks for a pickup. And a surprising number of ladies do just that.

As a check to make sure the ads were being read, management arranged to use a telephone number in its advertising that was different from the one carried on company trucks, letterheads and plant building front.

Results directly attributed to these keyed ads have paid off in hundreds of new customers who have seen the convincing copy and were influenced by it. No other follow-up has been

used to promote the newspaper campaign.

All of the plant's services have been featured during the year-long campaign. In the winter, the ads play up the firm's Dry-Fold service; in the summer, Wetwash service; and in between seasons, the Three-Quarter Finish comes in for a play.

But no matter what the season, every ad conveys the idea that the professional laundry does a better job and its services are not expensive.

To emphasize this latter point, Archer Laundry's ads tend to skip over confusing pricing schedules and try, instead, to explain costs in a language its customers will have no difficulty understanding.

They point out that the average family bundle weighs 22 pounds and that this represents the amount of laundry soiled in two weeks' time. To nail it down further, they estimate the

cost to the patron at \$1.35 per week, or about 19 cents per day.

The plant began putting the emphasis on *low cost* when their advertising manager, S. L. Vanni, made an analysis of the type of customer using the plant facilities in July 1955.

He found that the plant was drawing the bulk of its business from customers in the middle and lower income brackets. And the price appeal seemed to be a popular one to use under the circumstance.

The company started a series of ads in the neighborhood section of one of the Sunday metropolitan newspapers and, finding it an effective medium, runs two- or three-column ads here each week. The average cost per insertion varies from \$90 to \$110 depending on the size of the ad.

Laundry sales for the first half of 1956 are running 7 percent ahead of sales for the last half of 1955 when

the advertising program described here was begun.

Measured against sales for the first six months of 1955, the plant average is up 2.35 percent higher this first half year than last. While the percentage increase may not seem impressive, in dollars and cents this represents an increase in total laundry sales from \$324,817.12 to \$332,460.47 for comparable six-month periods. And it should be noted here that the gain was made in the face of a shrinking market.

Construction of a super highway on the lower west side of the city forced more than 3,000 families to move away from the area serviced by Archer Laundry. In the process, the plant lost some 300 to 400 weekly family bundles. Now, thanks to a continuing advertising campaign with plenty of appeal, sales are once again on the upswing. □□

A.I.L. Staff Additions



WILLIAM A. STEKELBERG



ROBERT T. DAVIS

A promotion specialist and a third membership field representative were recently appointed to the staff of the American Institute of Laundering. William A. Stekelberg, staff assistant in the industry relations division, will handle copy layout and production of promotional material for the Institute. Before joining the AIL Mr. Stekelberg was employed by the Wincharger Corporation, the Hammond Instrument Company, the Kelvinator Division of American Motors and the Professional Budget Plan of Madison, Wis. During World War II he served as a first lieutenant with the Airborne Infantry in the European Theatre.

Working as a field representative Robert T. Davis will spread the message of the Institute to laundries throughout the country, explaining the benefits of membership and the services it offers. He will act as a liaison between member laundries and the trade association. Mr. Davis was previously employed as a manager with Dowles, Inc., Miami Beach.

Public Relations Firm Named

The Linen Supply Institute has named Weston & Cochrane Associates, Ltd., 208 E. 46th St., New York City, to handle public relations. The Linen Supply Institute comprises the leading linen supply firms in Metropolitan New

York. Weston & Cochrane Associates, Ltd., maintains branch offices in Miami, Fla.; Chicago, Ill.; Los Angeles, Calif.; Rome, London and Paris.

Connecticut Associations Combine

The Connecticut State Association of Cleaners & Dyers, Inc., has merged with The Connecticut Launderers & Cleaners Association, Inc. The organization will be known as The Connecticut Launderers & Cleaners Association, Inc. Bernard Glasner will be executive vice-president, with headquarters at 410 Asylum St., Hartford 3, Conn.

A.I.L. Provides Sales Training Aid

Prepare, Offer, Counter and Activate are the guide words to the "Sales POCA" playing cards being promoted by the American Institute of Laundering for training a sales force in new techniques for selling drycleaning services to laundry customers.

These four words are in suits which indicate the major parts of a drycleaning sales presentation. Sized the same as regular playing cards, Sales POCA offers selling tips in the language used by sales personnel. The cards can be used in training, during sales meetings, by individual sales personnel after they receive their sets and as a review of techniques as the program develops.

With the purchase of a deck comes an instruction handbook that tells how the cards can be used and how presentations can be made to the sales force. The book also mentions training games that can be played with the cards.

For more information write to the American Institute of Laundering, Joliet, Ill.

Oregon Clinic Scheduled

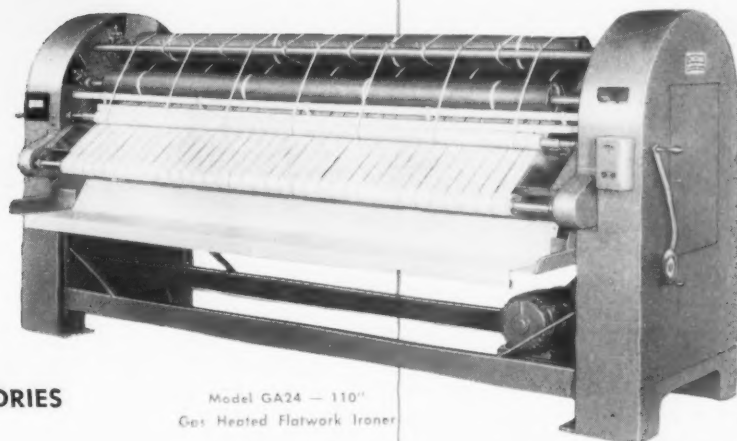
A clinic geared to the needs of the small- and medium-sized laundry will be sponsored by the Oregon State Laundry Owners' Association and will take place Saturday, December 1, in Portland, Ore. It will be conducted by Claude Lucas, well-known authority on laundry and drycleaning methods.

Preferred

for

- HOSPITALS
- HOTELS
- INSTITUTIONS
- MOTELS
- DRIVE IN PLANTS
- QUICK SERVICE LAUNDRIES

FOR PERFORMANCE



Model GA24 — 110"
Gas Heated Flatwork Ironer

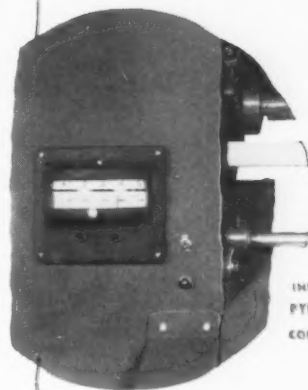
a machine designed for today's ironing load...and tomorrow's!

The new Model GA24 — 110" CHICAGO Gas Heated Flatwork Ironer represents the most advanced design in large gas heated ironers. It is engineered to provide high production capacity with the traditional dependability of operation found in CHICAGO machines. It is capable of ironing institutional flatwork at a rate of approximately 5 sheets a minute. This ironer has a modern, streamlined appearance and advanced operating and construction features found on no other machine. The GA24 Ironer is available in two different types. The Type R Ironer can be used for front or rear return of work — two-girl or four-girl operation. It has a set of auxiliary return ribbons underneath the asbestos ribbons. It is ideal for growing installations where two-girl operation can handle the load, but four girls can be used as the volume increases. The Type F machine is for front return only — two-girl operation. This ironer is recommended for institutional installations where 800 to 2,400 lbs. of flatwork must be handled per day.

Features

- 24" DIAMETER HEATED ROLL
- ASBESTOS PADDING
- ASBESTOS RETURN RIBBONS
- RIBBON FEED CONVEYOR
- HIGHEST QUALITY FINISH
- BURNS ANY TYPE OF GAS
- VARIABLE SPEED DRIVE
- BALL BEARING CONSTRUCTION
- FINGER ROLL
- INDICATING PYROMETRIC CONTROLLER

Complete information on request.



INDICATING
PYROMETRIC
CONTROLLER

The Indicating Pyrometric Controller is the ultimate in heat control. The operator sets the controller at the operating temperature desired and the indicator shows the actual ironing temperature at all times. When the pre-set temperature is reached, the gas is automatically reduced so as to maintain the desired operating temperature.

FLATWORK IRONERS • WASHERS • EXTRACTORS • DRYERS

Chicago DRYER CO.

EST. 1886 2212 North Pulaski Road • Chicago 39, Illinois

Laundry News Notes



PHILADELPHIA, PA.—At a joint laundryowners-allied trades outing at Lulu Temple Country Club on September 12, Sol Reivich, Haverford Laundry of Philadelphia, was installed as president of the Laundry Board of Trade of Philadelphia. Harold Wilson is the retiring president.

GREAT BARRINGTON, MASS.—Launderwell Inc., owned by Allen H. Gable, has opened a branch on State Rd., to be known as Big Bundle Launderette. The firm has other branches in Lenox, Lee and Williamstown.

PLAINFIELD, N. J.—Gerald L. Schwartz, vice-president of Vogue Cleaners & Dyers, was reelected president of the Plainfield Area Cleaners, Launderers and Tailors Association on October 8. The organization's first anniversary was celebrated at the meeting.

CHARLESTON, W. VA.—A storage vault has been added at Superior Laundry Co., 304 Kanawha Blvd. E.

HUDSON, MASS.—Hudson Launderette, 141 Main St., has been purchased by Raymond D. Morin, owner of the Mechanic St. Laundromat in Marlboro. The business was purchased from Mr. and Mrs. Yohanse Barentse, who have retired.

BETHLEHEM, PA.—C. H. Edwards is the new proprietor of New Way Laundry, 13th Ave. and W. Union Blvd.

TORONTO, ONT., CAN.—New equipment has been installed in the laundry department at Victoria Hospital.

FERNWOOD, PA.—A grand opening was held recently at Modern Laundry & Dry Cleaning Co., Fourth St. & Baltimore Pike, for its new drive-in branch. Other branches include two in Philadelphia, and one each at 69th St. Terminal Building and 69th St. and Marshall Rd. in Upper Darby.

NEWARK, N. J.—At the October meeting of the North Jersey Institutional Laundry Managers Association citations were presented to past officers. Mr. Baumann, technical director of laboratories, and Walter Rand, both of American

Aniline Co., were guest speakers. The topic discussed was "Vat Dyeing in Institutional Laundries."

EASTVIEW, ONT., CAN.—Rideau Laundry, 169 Marier Rd., operated by Albert Belair, was damaged by fire recently.

BROOKLYN, N. Y.—Robert G. Young, president of Pilgrim Laundry, Inc., Prospect and 11th Aves., recently was awarded a Civil Defense citation on behalf of the plant from Col. A. C. M. Azoy, representing Lieut. Gen. C. R. Huebner, State CD director. The plant also received an award from Maj. Gen. Robert E. Condon, city CD director.

PHILADELPHIA, PA.—John A. Bennett, vice-president of Pennsylvania Laundry Co. since 1938, has retired, it was announced. Through two world wars, Mr. Bennett laundered the linens provided GI's in major military installations at Fort Dix, New Jersey, and Camp Taylor, Kentucky. During World War II he served on several laundry industry commissions. Mr. Bennett recently received an inscribed citation from the Pennsylvania Laundryowners Association for his contributions to the development of the industry. He and his wife will move to their 140-acre farm near Elkton, Maryland.



BERRIEN SPRINGS, MICH.—Main Laundromat has been opened at 120 Main St. by Orville Newport.

AURORA, IND.—Mr. and Mrs. Thelford Walker have purchased the property on Second St. occupied by Walker Laundry. They plan to install new equipment.

SHEBOYGAN, WIS.—Wolf Laundry and Dry Cleaners, Inc., has purchased Plymouth Laundry and Dry Cleaning Co. from Mr. and Mrs. George Siebert. Harold Whitaker, president of Wolf's, said the purchase included the goodwill, name and route of Plymouth, but not the building or equipment.

CHAMPAIGN, ILL.—New equipment has been installed in Model Souders Laundry, according to Bill Fox, manager.

BURLINGTON, IOWA—A storage vault has been added at Camp Laundry, 406 N. Third St.

WALWORTH, WIS.—A permit for a self-service laundry has been issued to Wayne Martin.

LaCROSSE, WIS.—A storage vault has been added at LaCrosse Modern Laundry, 212 Fifth Ave., S.

EXCELSIOR SPRINGS, MO.—A storage vault has been added at Excelsior Launderers, 301 N. Marietta.

EVANSVILLE, IND.—Donald C. Schmitt, operator of Launderateria, Lincoln and Weinbach Aves., has opened a branch in the Fairlawn Shopping Center, Pollack and Weinbach.



WYLIE, TEX.—Garland Laundry and Cleaners has opened a branch in the Bostic Bldg., on Oak St.

VISTA, CALIF.—Mr. and Mrs. Frank Gordon have purchased Vista Self Service Laundry from Mr. and Mrs. C. F. Hilliards.

ELY, NEV.—A new drycleaning unit has been installed in Troy Laundry, it was announced by Bob Strange.

LOS ANGELES, CALIF.—Notice has been given of the intended sale of Westwood Laundromat, 1389 Westwood Blvd., by Lillian Kerns to Stanley Miller.

SANTA ROSA, N. M.—Ted's Laundry Service has been sold by Ted Seidel to Bill Van Veghten. The establishment will be known as Bill's Laundry Service.

FLORENCE, COLO.—Dillon & Owens Serv-Ur-Self Laundry has been opened by Mr. and Mrs. Harry Dillon and Mr. and Mrs. Elmer Owens at Church and Second Sts.

GRANITE, OKLA.—Mr. and Mrs. Emil Polaski have purchased Davis

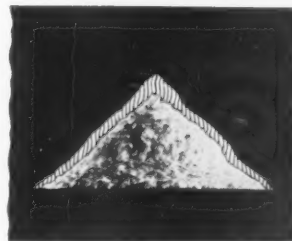


use less soap, clean clothes faster with
DOW SODIUM ORTHOSILICATE

Here is a soap builder that will cut soap costs and do a more efficient washing job without harming cotton fabrics. Dow Sodium Orthosilicate actually extends your soap's washing effectiveness by approximately one third*. Clothes wash *cleaner* in a single cycle . . . rinse out quickly and thoroughly. It neutralizes soil acidity—saponifies fats and oils while keeping insolubles in suspension.

*In tests on badly soiled fabric washed at 160° F., the use of Dow Sodium Orthosilicate reduced the amount of detergent required by 45%.

Dow Sodium Orthosilicate reduces operating expenses and assures you of effective results—and its cost is only about *half* the cost of soap. For detailed information on advantages and use, get a free copy of the new Dow Sodium Orthosilicate booklet. Call the Dow sales office near you or write direct to THE DOW CHEMICAL COMPANY, Dept. AL762A-1, Midland, Michigan.



Soap Requirements, as represented by this pile of detergent, are reduced substantially when you use Dow Sodium Orthosilicate. Shaded area shows amount of soap saved.

you can depend on DOW CHEMICALS

DOW

Laundry from Mr. and Mrs. Floyd T. Davis. The establishment is located on N. Main St.

NEWPORT BEACH, CALIF.—Mr. and Mrs. Kenneth H. Dart have been issued a building permit for a 30-by-50-foot building, in which they plan to locate a self-service laundry. Mrs. Dart will manage the plant.

BOULDER, COLO.—Model Laundry and Dry Cleaners has opened a branch in the BaseMar Shopping Center. Headquarters of the firm is at 1622 Broadway, with a branch at 2639 Broadway.

LOS ANGELES, CALIF.—Notice has been given of the intended sale of Tandy's Laundromat, 700 W. Santa Barbara, by Maurice Villon to Donald E. Diamond.

ARVIN, CALIF.—Mr. and Mrs. Arlie Brewer have purchased Haven Drive Automatic Laundry. Mrs. Brewer will be in charge.

TUCSON, ARIZ.—Unit Laundry has leased space in the Southgate Shopping Center, located on Nogales Highway, which is now under construction.

KERRVILLE, TEX.—Mr. and Mrs. H. F. Kurth have purchased Swan Laundry and Quality Laundry from Mr. and Mrs. F. F. Gore. The Kurths previously operated Coleman Laundry in Coleman.

MEEKER, COLO.—Meeker Laundry has been moved to larger quarters in a newly completed building on Market and Eighth, it was announced by William Walters, owner.

PHOENIX, ARIZ.—Boyd E. Milum has purchased the interest of Fred Cutler and succeeded him as president of Phoenix Laundry & Dry Cleaning Co., Inc., 333 N. Seventh Ave.

SAND SPRINGS, OKLA.—Modernistic Wash, 214 N. Lincoln, has been purchased by Dan Burton Laundry and Dry Cleaners, Inc., of Tulsa, it was announced by Fred Pence, president.

DENTON, TEX.—Esquire Laundry, Ave. E and W. Prairie, has been expanded and new equipment added, according to Alvin Braley, owner.

REDONDO BEACH, CALIF.—Notice has been given of the intended sale of Hermosa Launderette, 71 11th St., by A. W. and Ellenor Hershey to William F. Smarz.

EL PASO, TEX.—Supreme Laundry and Cleaners has opened a washette at 5604 Dyer St.

DALLAS, TEX.—Ray Holcomb, president of Top Hat Cleaners, has been elected first president of the Dallas

County Cleaning and Laundry Association. Other officers are Charles Edwards, vice-president, and L. B. Tony, secretary-treasurer. Directors are E. V. Campbell, Gene Sparks, Otis Foster, Charles Edwards, Buddy Thompson, Frank Fox, Box Houchen, L. B. Tony, Ray Holcomb, Clarence Painter, A. Livingston, Mr. Corder and Mr. Mitchell.

SAN PATRICIO, TEX.—Construction of a new 25-by-50-foot office and garment storage building has been announced for Snow White Laundry and Cleaners. Glenn McKinney and Bennie Gerdes are the owners.

LOS ANGELES, CALIF.—Wilfred C. Blair has given notice of intention to sell William Tell Launderette, 4575 Centinela Ave., to Vern H. Hansen.

DENVER, COLO.—John C. and Carol Hazleton have opened Wee Wash It Laundry, 1035 S. Federal Blvd.

LOS ANGELES, CALIF.—Grand opening of Peerless Laundry and Dry Cleaning Services was held recently at 4132 Crenshaw Blvd. Glenn Shaffer is president of the firm, which also operates an establishment at 10531 Pico Blvd.

DUNCAN, OKLA.—Garland and Louise Knight have purchased 81 Laundry, 1504 Oak, from O. M. Cook. Mr. Cook has opened a laundry in Chickasha.

LOS ANGELES, CALIF.—Stanley B. Smith has given notice of intention to sell Lincoln Heights Launderette, 2123 N. Broadway, to Leung J. Wong.

OAKLAND, CALIF.—A new self-service laundry was scheduled to be opened by L. B. Scott and his daughter, Rhoda, at 3815 Telegraph Ave.



GOLD BEACH, ORE.—Curry County Laundry has been opened in a new 68-by-24-foot building at Leith's Motel. The establishment includes both a commercial and a self-service laundry.

BELLEVUE, WASH.—Eastside Laundromat has been opened at 10642 N. E. Eighth. Martin Layritz is the manager.

LAKEVIEW, ORE.—Rose Laundry has been opened by Howard Goodnough, owner of Rose Cleaners, next door to the drycleaning plant.

MEDFORD, ORE.—John R. Dumas, who was separated from the United States Air Force recently, is now asso-

ciated with his father, Alexander, and his brother, Murrey, in Medford Domestic Laundry and Dry Cleaners.



MELBOURNE, FLA.—Rogers Laundry has been opened at 512 Columbus Ave, by Bill Rogers.

ATLANTA, GA.—Louis A. Klauber has been appointed executive secretary and general counsel of the Georgia Launderers and Cleaners Association. He succeeds Mrs. Eileen McDargh, whose resignation for reasons of health was effective on September 30.

WINTER HAVEN, FLA.—Carroll Hurst has sold Winter Haven Laundry Co., 1016 Sixth St., S. W., to a Lake Wales corporation, of which Joe H. Settle is president. The establishment will be known as Winter Haven Laundry Inc.

HOMESTEAD, FLA.—Coral Gables Laundry and Dry Cleaners has opened a branch in the Suniland Center. Other branches are at 4008 Red Rd., 5833 Sunset Blvd. and 2250 Minorea Ave., Coral Gables.

RICHMOND, VA.—Sunlight Laundry is now housed in a new location at 1900 Chamberlayne Ave. The modern \$60,000 laundry and drycleaning plant replaces the old establishment on Brook Rd., which was in the path of an expressway.

GAINESVILLE, FLA.—Property has been purchased by Fred Cone at N. W. Sixth St. and Twelfth Ave., future site of a planned new laundry.

GREENSBORO, N. C.—A storage vault has been added at Lanes Launderers, 824 Market St.

HOT SPRINGS, ARK.—National Laundry was destroyed by fire recently.

ST. AUGUSTINE, FLA.—At a safety meeting held at the Soft Water Laundry, Earl Burchfield and John Weidman received nine-year safe-driving pins; Nick Landry and Elton Davis, seven-year pins; Henry Aiden, six-year pin, and Henry Nelson, five-year pin. Jack Pomeroy, safety engineer of the United States Fidelity and Guaranty Trust Co., conducted the meeting, which was also attended by Sgt. Bill Young of the Police Department Traffic Division.

LEBANON, TENN.—A storage vault has been added at Modern Laundry, 319 E. Main St.

CISSELL

LAUNDRY TUMBLERS

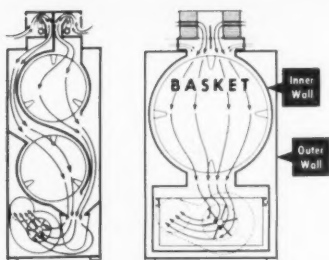
GAS-FIRED OR
STEAM-HEATED



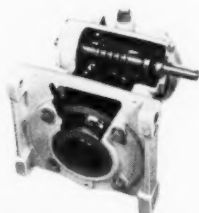
NO-SAG BASKET specially designed to take the load without need of auxiliary supports.



Double Basket "Twin"—Single Basket, 36" x 18", 36" x 30", 42" x 42"



DOUBLE WALLS add strength
... keep heat in!



CISSELL GEAR REDUCER Built by Cissell for quiet, long-life operation. No chains or noisy moving parts.

FEATURES YOU WANT—AND NEED

- Built for rough day-in day-out use. Simple maintenance — all parts accessible.
- Large volume of air for fast drying.
- Available with controls that actually think for the operator.
- Each basket in "Twin" tumbler has its individual fan motor, basket motor, heating unit, and controls; single basket tumblers have separate fan and basket motors.
- Full-width lint drawer on single basket tumblers; large slide drawer on "Twin".

ALSO AVAILABLE: Cissell Steam-Heated Drycleaning Tumblers: Single Basket 36"x18", 36"x30", 42"x42".

W. M. CISSELL MANUFACTURING CO., INC. — LOUISVILLE 1, KENTUCKY

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles

Foreign Distributors write Export Dept. — Cable Code "CISSELL".

Consult your Jobber



ORVAL SLATER

Research Proposal Sparks A.I.L. Show

Plantowners urged to invest .01% of sales
in research program to protect future

INDUSTRY INTEREST in research was whetted by a thought-provoking presentation and a proposal which served to highlight the sixty-ninth annual convention of the American Institute of Laundering at Denver, Colorado, October 4 to 7.

Both were made by Orval A. Slater, president, Slater-White, Inc., San Antonio, Texas. (He is the brother of AIL's past president Denys R. Slater of Dallas.)

Fred W. McBrien, Holland Laundry, Philadelphia, prefaced Mr. Slater's talk by painting a general picture of the problem which necessitates the development of new and better laundry machinery and equipment. Mr. Slater then brought out the specific facts which gave new meaning to the need for research.

In a presentation—which reminded one of last year's MacIntosh report for its comprehensiveness—he jarred his audience with evidence that the laundry customer pays for only 6 of the 71 steps involved in processing the typical shirt and flatwork bundle. This is because the industry's level of mechanization is so low as to require the bulk of the work to be done manually.

Mr. Slater then tracked population growth, employment, sales trends, etc. (using two wall-sized and half a dozen smaller charts), to prove the industry would soon be faced with the problem of having to produce more work with a smaller labor force. (Mr. Slater's full report is to be published by the AIL.)

He warned that the future of the industry was endangered because there were not enough technological advances made to eliminate hand operations.

He concluded with the proposal that laundrymen spend at least 1/10 of 1 percent of gross sales for research. The audience endorsed his recommendation with a standing ovation.

The possibility of inaugurating such a program will be one of the subjects given consideration at the AIL Board of Directors' next meeting in January.

There was no machinery or equipment exhibition scheduled for this year and the convention was not the biggest in history. But the program could stand as one of the best. In all, more than two dozen speakers addressed the assembly during the four-day proceedings. Official figures showed a total of 900 persons in attendance, with 437 laundrymen and wives, 334 allied tradesmen and 129 complimentary registrations.

Early Bird show

Before the convention got under way officially, early arrivals had the opportunity of being brought up to date on *modern management trends* by a four-member panel of AIL staffmen.

A. L. Christensen, manager, pro-

duction and engineering department, suggested that effective management had two basic functions: (1) to keep routine functions going as planned, (2) to seek ways to improve a situation. He urged that the latter be given more effort.

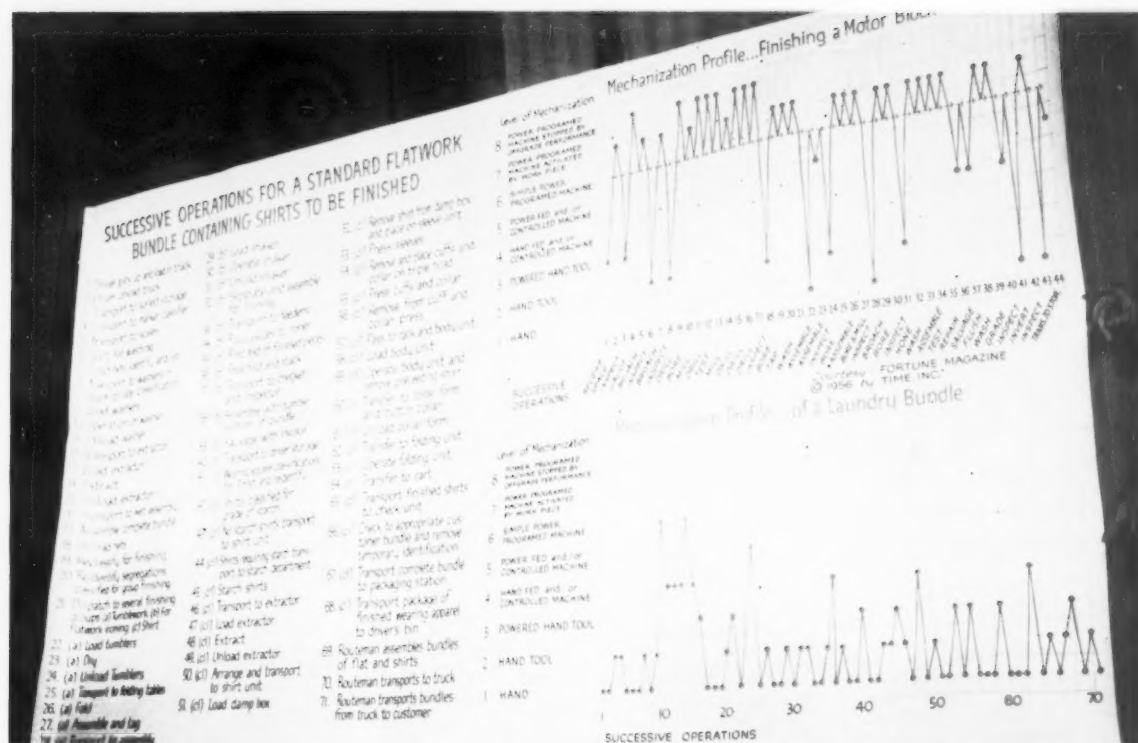
Lee G. Johnston, manager, laboratory division, discussed recent textile developments and the problem created by chlorine-retentive finishes and resins.

Russell J. Rose, assistant, production and engineering department, tackled the problem of controlling labor cost by pointing out that wage rates have only a limited effect on profits and that the greatest expense is in the ineffective use of personnel. He suggested that a cost-reduction program must be a continuous one based on a solid foundation of sound methods—training, job evaluation, standards—records and incentive practices.

Robert O. Brown, manager, ac-



Enthusiastic demonstrators take convention floor during coffee break to press need for an industry research program



Courtesy Fortune Magazine, © Time, Inc.

Hand laundry would seem a more accurate name than power laundry in describing industry production processes, according to this mechanization profile chart. Compare number of hand operations required to finish a family bundle with those required to finish a motor block

counting department, analyzed national price trends and told his audience "we have gone about as far as we can go with laundry price increases until the cost-of-living index goes up again." He believes the greatest potential for further gain lies in knowing production costs. Good cost surveys can uncover unprofitable services that should be eliminated.

STARCHROOM's own West Coast editor, Lou Bellew, kicked off the second day's program with a slide lec-

ture of helpful gadgets which he culled from plants across the nation. His verbal captions were laced with a liberal mixture of gentle gags for which he is loved and fabled.

Benjamin B. Foster, Foster's Laundry, followed with a description of a 14-point quality rating schedule used in spot-checking shirts at his Gloucester, New Jersey, plant.

S. Y. Jackson, Excelsior Laundry, Albuquerque, New Mexico, boiled down suggestions submitted to him

by 18 of the nation's leading laundrers on how to keep ahead of rising costs.

John B. Spence, Faultless Laundry Company, Kansas City, Missouri, described a unique distribution method which helps build domestic laundry volume. The company promoted the theme that laundry and drycleaning go together and got 104 drycleaner outlets to sign up for its laundry services.

G. Louis "Mike" Dodge, AIL president, enumerated the activities of the Institute during the past year and outlined briefly its plans for the future. Among other things he announced an industrywide survey would be made to re-evaluate the services presently offered by the AIL with an eye toward modifying and improving them.

Cash-and-carry conferees

James Tofel, The Wash-Well Drive-In Laundry, Tucson, Arizona, offered pointers on how to select a drive-in location, while Travis LaRue, Travis Laundry, Austin, Texas, described some of the means used to promote sales at such outlets. Kenneth L. Roberts, Rapid City (South Dakota) Laundry and Dry Cleaners, went a step further discussing in detail the operations of handling the bundle in a cash-and-carry call office.

One of the most provocative sessions of the convention was an elabo-



Seventh-inning stretch is taken by some of the 900 laundry executives attending the sixty-ninth national convention program, held last month in Denver

rate skit presented by six members of the California Laundry and Linen Supply Association describing what a cost bureau is and how it works.

The bureau, in this case, is comprised of a group of plantowners who voluntarily agree to compare and analyze each other's productive costs at monthly intervals for the sole purpose of improving the efficiency of their respective operations.

The participants included Jack E. Bariteau, Consolidated Launderers & Cleaners, San Jose; M. E. Petersen, Merlen Capital Laundry and Cleaners, Sacramento; Earl A. Fast, Soft Water Laundry Company, and James W. Foasberg, Foasberg Laundry, both of Long Beach; Stuart Case, Western Laundry Company, Las Vegas, and Robert M. Place, cost bureau executive secretary. (Mr. Place is the author of STARCHROOM's booklet "Adver-

Winners of AIL's 16th Annual Laundry Advertising Contest

NEWSPAPER (two columns or more)

J. A. Beyerhelm
Lansing Careful Launderers-
Cleaners
Lansing, Michigan
Agency: Van Stee, Schmidt &
Sefton

RADIO AND TELEVISION

Robert C. Corwin
Corwins' Master Cleaners, Inc.
Des Moines, Iowa

SHIRT BANDS

Wayne Malin
Trojan Laundry
Flint, Michigan

NEWSPAPER (one-column ads)

P. N. Plylar, Jr.
Utopia Cleaners and Dyers, Inc.
Birmingham 5, Alabama
Agency: Barnett & Barnett

DIRECT MAIL, INSERTS AND SIGNS

Willis C. Dailey, Jr.
Oneonta Family Cleaners
Oneonta, New York

FOREIGN ADVERTISING

Hiroshi Matsumoto
Hakuyosha Company, Ltd.
Tokyo, Japan



Pre-convention panel (top) discussed management, textiles, cost of wages and price trends. Cash-and-carry plantowners (above) cover location, promotion and mechanics of over-the-counter operations



LOU BELLEW
Gadgets and Gimmicks



S. Y. JACKSON
Beating Rising Costs



JOHN B. SPENCE
Mass Distribution

DYNEL

the fiber that figures in your future


Here's
NEW Economy-In-Use
... in fender blankets
... in work clothes

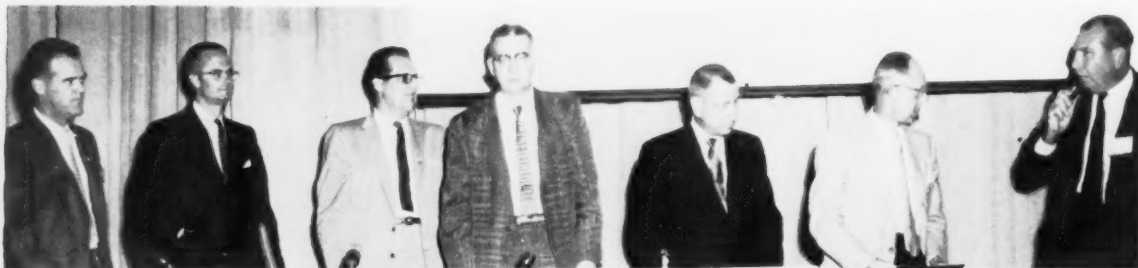
DYNEL now offers rental laundries new standards of performance in fender blankets, clothing and supplies that need repeated laundering. Fabrics of 100% Dynel deliver specially high chemical resistance; and Dynel blended

with cotton can provide work clothes that can be laundered *by standard cotton procedures*. Performance tests prove DYNEL gives you more service for your investment. For list of manufacturers, write or call today!

DYNEL • Union Carbide and Carbon Corporation  30 East 42nd Street, New York 17, New York

Them
Dress Right
— you can't afford not to!





California Cost Bureau commended by Floridian John Monahan, AIL director. Left to right: Bariteau, Fast, Foasberg, Petersen, Sundstrom and Place

tising That Builds and Holds Laundry Business.")

Neighborhood laundry program

The final day of the convention was set aside specifically for automatic laundry plant operators. Speakers treating this subject were as follows: *Allied tradesmen:* W. A. Pellerin, Pellerin Milnor Corporation, New Orleans, saw the future in activated branches and plants designed to offer one-stop services to "free-wheeling customers." O. G. Andrews, ALD, Inc., Dallas, outlined the industry trends for three types of automatic laundry operations: the attended plant, the unattended coin-metered plant and the combination plant.

Plant operators: Ellsworth Maxwell, Maxwell Brothers Launderette, Muncie, Indiana, derives 70 percent of his cash volume from self-service customers. He cited the requirements for successful self-service operations as being these: plenty of equipment, price differential, friendly attendants, drive-in facilities and plant cleanliness.

Francis J. Raymond, New Albany and Clarksville (Indiana) Launderettes, discussed the importance of having a continuing advertising and public relations program and pointed out some of the physical aids; i.e., bulletin boards, store fronts, signs, etc., that promote sales in his plants. *AIL staffers:* Russell Rose, Lee Johnston and Robert Brown concluded the program with informative talks on small-plant layout, washing techniques and operating cost percentages.

Nonindustry guest speakers at the convention included: Palmer Hoyt, editor and publisher, *Denver Post*, who gave an inspirational talk encouraging high aims for a future with unlimited horizons; Colorado Senator Gordon L. Allot spoke of pension funds and management responsibilities; Colorado Congressman Byron G. Rogers covered death and taxes, while lecturer Edward McFaul presented the most hilarious bit of the program.

—Henry Mozdzer



Neighborhood laundry operations received a full day's consideration



Banquet and floor show rounded out entertainment portion of four-day program



ALBERT JOHNSON HONORED

In recognition of his 30 years of service with the American Institute of Laundering, Albert Johnson, general manager of the Institute (center), is congratulated by Messrs. Dodge, Romeiser, McBrien, Chris-

topher, Slater and Landau. Further honors were bestowed on Mr. Johnson at a dinner meeting of past presidents and directors at which time he was presented with a hi-fi phonograph.

Where ruggedness counts

C/L WASHERS



C/L WASHERS NEED NO MAINTENANCE!

When the chips are down . . . when big tough wash loads must be turned out in steady volume . . . that's when you need the unfailing performance of C/L Stainless Steel Washers. So ruggedly built, so superbly engineered, that you can forget about maintenance other than normal periodic lubrication! C/L Washers are made in all models, in all sizes up to 64"x160", and in dry weight capacities of 50 lbs. to 2000 lbs. per load. And every C/L Washer contains six exclusive points of superiority . . . each backed by the C/L 5-year Guaranty!

5-YEAR GUARANTY ON THESE exclusive C/L FEATURES

- The C/L Evertite Cylinder Door Lock
- The C/L Sealomatic Trunnion Seal
- The C/L One Piece Steel Trunnion
- The C/L Rigid Frame
- The C/L Compro-Seal Shell Door Assembly
- The C/L Stainless Steel Cylinder

Unconditionally guaranteed against all defects except those caused by faulty operation!



CUMMINGS-LANDAU

Laundry Machinery Co., Inc.

305-17 Ten Eyck Street, Brooklyn 6, N. Y.

TEL. HYacinth 7-1616 • Cable Address: "CUMLAMAC"

November 15, 1956

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Left: Some of 300 guests who attended testimonial banquet. **Right** (left to right): Mike Dodge, AIL president; Mrs. Dodge; John S. Borasi, superintendent Dodge Laundry & Linen Supply Co.; Mrs. Borasi; Jack Bariteau, president California Laundry and Linen Supply Association

Californians Honor Mike Dodge

IN AN UNPRECEDENTED move, members of both the California Drycleaners Association and the California Laundry and Linen Supply Association assembled for the first joint meeting in their history, to honor "Mike" Dodge for being selected president of the American Institute of Laundering.

Held in Fresno, California, the three-day Mike Dodge Clinic attracted over 350 friends from the ranks of both associations and the allied trades, all gathered together for a mutual purpose . . . to pay tribute to the popular Mike Dodge. In past years Mike served both the drycleaning and the launderers' associations as president.

Friday, the first day, was given

over to a big golf tournament, swimming, bridge (and in many cases shopping sprees by the wives), topped off with a big late-evening fish fry at the local country club.

Saturday was a day of business. Southern California's unusual "Cost Group," under their able Bob Place, put on a typical meeting to show how their members openly discuss facts and figures on laundry and drycleaning operation in each plant. Sunday was "get well" day.

Fittingly enough the theme of the clinic was "The Future of California." An official of the Pacific Gas & Electric Company, which is the largest public utility in the world, showed that 1,500 new people move into California every day . . . over half a mil-

lion more potential customers every year for every kind of service. He warned that any business that hasn't changed its methods for handling the influx in the past five years is a dying concern, so far as the future is concerned.

Highlight of the clinic, of course, was the testimonial banquet for Mike on Saturday night, with 300 people in attendance. In addition to a beautiful plaque from the members of both associations, there were many gifts for both Mike and Mrs. Dodge. Indicative of the respect members of both the drycleaning and laundering associations have for Mike Dodge were two spontaneous standing ovations he received during the meeting.

—Lou Bellevue

Joint Quick-Service Meeting

THE FIRST REGIONAL gathering of quick-service operators in the nation, sponsored jointly by the Indiana Quick-Service Laundry Association and the Michigan Automatic Laundry Association, took place in South Bend, Indiana, September 21, 22 and 23.

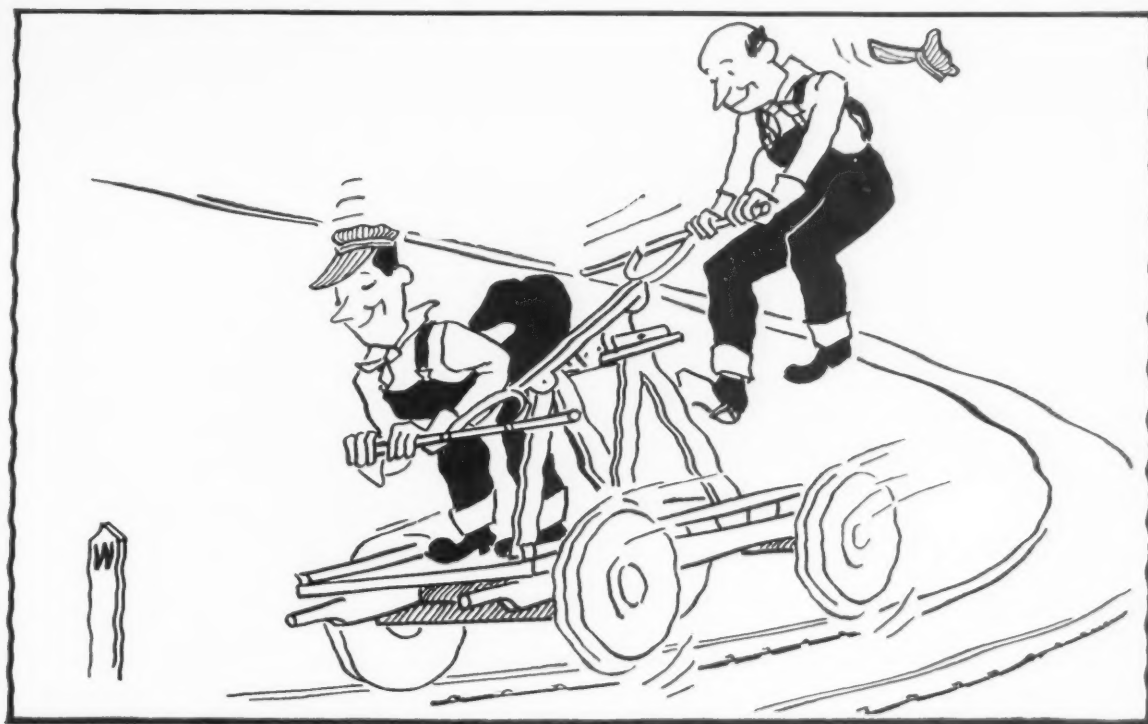
More than 200 operators from the Midwest—including one from as far away as Connecticut—and members of the allied trades attended the event. Booths set up on the mezzanine of the Hotel Oliver were provided by the convention for manufacturers and suppliers to display their latest equipment, assemblies, literature, etc.

The convention began with tours of South Bend laundries and other



Business sessions attracted attention of over 100 operators from Indiana and Michigan. Other states across the country were also represented

It Takes a Matched Team to Get Best Results!



That's why you get Cleaner Clothes, Greater Production
and Lower Washing Costs with **MTD**

(MATCHED TEAM DETERGENCY)

By teaming up *two* specially matched cleaning agents, MTD's "crossfire cleaning action" gets clothes cleaner and whiter than any other *single* agent washing method! Here's how it works:

You loosen and suspend heavy soil with an entirely new first suds detergent—Bilt—a soap base break designed for the plant where the heavily soiled family bundle is the rule rather than the exception. Then, by following with a detergent made expressly for high temperature washing—Orvus Hytemp—you take advantage of two basic types of cleaning agents, each with its own special ability to remove different types of soil.

Matched Team Detergency boosts rinsing efficiency, too. Many laundries report—in addition to cleaner, whiter clothes—that MTD helps them cut rinsing operations up to 50%. Think of the tremendous economy in time, water and steam that can mean!

Give MTD a thirty-day trial in your plant and see for yourself. It's one sure way to team up with greater customer satisfaction . . . bigger profits, too.

BILT

ORVUS
Hytemp GRANULES

Procter & Gamble

Bulk Soap Sales Department, P.O. Box 599, Cincinnati 1, Ohio



Officers of Indiana and Michigan associations, left to right, first row: president, Indiana Quick-Service Laundry Association, Armin Richards, West Lafayette; vice-president, Michigan Automatic Laundry Association, Mrs. Jack Herzberg, Detroit; president, Michigan, Phil Bryan, Detroit. Second row: director, Russell Burtis, Columbus, Ind.; secretary, Bill Shroyer, Muncie, Ind.; vice-president, Tim Mills, Indianapolis; treasurer, Walter Barnett, Valparaiso, Ind.; director, John Dow, Hammond, Ind. Not in photograph: Michigan secretary, Dick Ritchie, Northville; treasurer, Harvey Ritchie, Northville

points of interest Friday afternoon. A reception-registration followed at the hotel with a buffet dinner that evening.

Business sessions commenced on Saturday morning with an address on personnel relations by J. C. Quigley of Cincinnati, merchandising assistant to the bulk sales manager, Procter & Gamble Company. Mr. Quigley ex-

plained how management must mold employee attitudes, arouse interest and stimulate a desire to do a better job. Panel discussions made up of quick-service operators followed each talk.

The second morning session featured James S. Houllian, of Washette, Inc., Cincinnati, Ohio, a self-service operator who traced the growth of his

automatic laundry into a business doing one-third of a million dollars a year.

After a buffet luncheon Saturday noon J. W. Chamberlain, president of the Automatic Washer Company, Newton, Iowa, and inventor of the Bendix automatic washer, talked about the "Washer of the Future." Mr. Chamberlain discussed trends in automation which will help to produce more quality and provide better service to the customer. The design of future machines rests in the needs of the operators who will be the influencing factor in design development.

Final feature of the Saturday afternoon program was a report on the success of coin-operated, unattended 24-hour automatic laundries. Arnold A. McCarley of Chicago, district manager of ALD, Inc., in the Midwest, and D. W. Berguson, advertising manager, commercial laundry division of Avco-Bendix Corporation, presented a summary of the results.

After a buffet breakfast Sunday morning the closing speech of the convention was presented by Lee G. Johnston, manager of the laboratory division, department of production and engineering, American Institute of Laundering. Mr. Johnston explained how to get the most efficiency out of various detergents and washing formulas.—Harry Yeates

New Yorkers Work and Play

THE THEME of the New York State Launderers & Cleaners' Fall Conference was "Fun Can Be Mixed With Business," and the accent was on fun. Aiding the cause that made 165 persons happy were the Indian summer weather, golf, boat excursions, a charm school for ladies, and a nationally known comedian who entertained at the banquet. Yet the delegates who

attended the October 11-14 convention at Whiteface Inn, Whiteface, New York, did find time for serious matters.

The program got under way with an all-day round-table workshop session featuring informal discussions of industry problems and their solutions. Split up into small groups, the laundryowners talked of the minimum

wage-hour law, the need for quality shirt production, seasonal promotions to increase volume, and the merits of a drycleaning sideline. Everyone who attended the forum participated and got something out of it, a tribute to the round-table method of airing views.

The keynote address was presented on Saturday morning by Doctor Jo-



Head-table dignitaries, left to right: Morris Landau, Cummings-Landau Laundry Machinery Co.; Ethel Fay, assistant to president; Carl F. M. Wilke, treasurer; Mrs. Paul J. Rickett; Leo B. Ahern, president; Jimmy Swan, guest comedian; Dr. Joseph R. Wiebush, director of research, NID; Mrs. Leo B. Ahern; Paul J. Rickett, vice-president; Mrs. Morris Landau

Here Now! NEW CHEVROLET TASK-FORCE 57 TRUCKS!



FIRST with the MOST modern features

They're out to save you hours and dollars on any hauling job... and they've got big new power plus the modern features that make it a sure thing! They put you way ahead with time- and work-saving advantages you won't find in any other truck!

Again, in 1957, Chevrolet light- and medium-duty trucks bring you the industry's most advanced features—new developments that have already been proved in a history-making preannouncement test run! (See below.)

For '57 there's bold new styling to match Chevy's remarkable stamina and dependability.

There's fleet-action power in Chevy's outstanding engine line-up for '57—with modern versions of the famous Thriftmaster and Jobmaster 6's, efficient short-stroke Trademaster V8's and sensational new 283-cu.-in. Taskmaster V8's!

Other way-ahead '57 features include advanced Ball-Gear steering, high-output 12-volt electrical system, modern tubeless tires and great optional (extra cost) features such as Hydra-Matic and Powermatic transmissions!

Be sure to check the new cab features, too... the handsome new upholstery, the new steering wheel, the new exterior colors. Your Chevy dealer has all the details, so see him soon!... Chevrolet Division of General Motors, Detroit 2, Michigan.

Alcan Highway Test Run Proves Chevrolet Ruggedness!



In an AAA-certified endurance run, 6 light-, medium- and heavy-duty trucks carrying typical cargoes roared up the 1,520-mile Alcan Highway (normally a 72-hour run) in less than 45 hours! In dramatic fashion, new Chevy trucks conquered one of the world's most challenging roads to display the great performance qualities they'll bring to *your* roads!



seph R. Wiebush, the new director of research at the National Institute of Drycleaning. Dr. Wiebush used graphs and slides in describing the status of the charged system in drycleaning plants. Saying that both synthetic and petroleum plants can give first-class cleaning, Dr. Wiebush nonetheless restricted his remarks to synthetic units in deference to the audience's wishes. During the question-and-answer period that followed his talk, he explained color loss, shrinkage, stains, and ways to recover the maximum amount of perchloroethylene.

The ladies' program consisted of courses in beauty makeup, grooming,



Proof that fun can be mixed with business. Cause of smiles is comedian Jimmy Swan who regaled Saturday night banquet audience

posture and exercises supervised by representatives of Elizabeth Arden's Charm School. Other highlights were

the bingo games and boat excursions, a golf tournament and the Saturday night banquet.—Roger Ganem

Young Execs Hear Sales Expert

THE METROPOLITAN Young Laundry Executives group kicked off its fourth year by hearing Les Wright, head of the Morey La Rue sales department, speak on "Cooperative Action." The anniversary meeting, held in Cavanaugh's Restaurant, New York City, attracted 28 persons.

Mr. Wright told the members that other obstacles face the industry besides the washing machines and driers and launderettes. They are mistrust, lack of interest, inaction and general complacency on the part of the laundryowners. He urged these internal faults be eliminated. And he sug-



Guest speaker Les Wright pinpointed industry problems. Club officers, seated left to right: Ken Weiser, M. R. Weiser & Co., New York; Bill Hempel, Jr., Walter's Southside, Baldwin, N. Y.; William George, Jay Laundry, Plainfield, N. J.; Robert Seaton, Whiteway Laundry, Brooklyn

gested a program of cooperative action by aggressive companies and immediate assumption of leadership by someone capable of organizing an area and coming up with a plan that could be used as a model by others.

"Collectively and cooperatively, there should be a program to glamorize, perfect and introduce new services for this industry. Nothing," Mr. Wright emphasized, "could be more important than to elevate our quality standards, because the biggest sales increases come through customer recommendations."

The meeting concluded with a discussion period moderated by President William George. Each member in attendance was asked to pose a problem while the others proposed tentative solutions or recommendations. Among the subjects were the Betty Best program; the value of packaging; cost analysis as it affects prices, and the MacIntosh test bundles.—Roger Ganem

LAUNDRY BUSINESS TRENDS

New York

five weeks ended
Sept. 1—0.8% more than last year
four weeks ended
Sept. 29—4.8% more than last year

M. R. Weiser & Co., New York

New Jersey

five weeks ended
Sept. 1—1.0% more than last year
four weeks ended
Sept. 29—6.9% more than last year

M. R. Weiser & Co., New York

New England

Aug. 4—12.2% more than last year
Aug. 11— 1.0% less than last year
Aug. 18— 6.6% more than last year
Aug. 25— 2.6% more than last year
Sept. 1— 3.8% more than last year
Sept. 8— 4.1% more than last year
Sept. 15— 7.6% more than last year
Sept. 22— 7.5% more than last year
Sept. 29— 6.7% more than last year

Carruthers & Co., Boston

Southeast

July —6.0% more than last year
Aug.—1.0% more than last year

J. R. Wilson & Co., Atlanta

Santa swaps his reindeer for a route truck to spread candy and cheer to youngsters in sunny Mobile, Alabama, thanks to arrangement worked out by management of White Swan Laundry



'Twas the month before

Christmas

*... and not a bit too early to prepare
a goodwill project for the holidays*

GOODWILL is the spirit of Christmas and the basis for good business. And the holiday season approaching is no time for the plantowner to let down.

Here's how two laundrymen help spread goodwill in their communities:

Down in Mobile, Alabama, the management of White Swan Laundry and

Dry Cleaning Company has its own full-time Santa Claus, appropriately attired and carrying a bag full of candies for the kiddies. He rides the route trucks with the regular drivers.

The route salesmen carefully plan Santa's schedule and let parents know in advance what time they can expect

the visit from Old Saint Nick. Late in the afternoon the drivers go back over their routes if it is necessary to catch the young fry at home then.

Santa goes out on these calls with the traditional big red sack slung on his back. Inside the well-filled pack is an abundant supply of candy which is handed out in generous amounts. Santa and the driver also carry a supply of pamphlets to let parents learn about White Swan services. (But the commercial aspect of the whole promotion is kept to a minimum.)

Route customers are not the only ones to receive visits. The truck stops to see every group of children it passes. And special effort is made to visit the sick ones they hear of.

The expense of the Santa promotion is small compared to the number of favorable comments that come from parents. Plant manager George Hilliard reports that Santa is paid \$5 a day and the candy costs around \$75. The promotion starts soon after the annual Christmas parade in Mobile and continues until Christmas Day.

Up in Evanston, Illinois, Bill Katz of the Washington Laundry got his whole staff interested in a goodwill project. The employees were asked to contribute a small gift for a girl or boy and to wrap the gift as attractively as possible.

The designer of the most attractive package, adjudged so by a source from outside the plant, was awarded a \$15 cash prize. Smaller money prizes were also awarded to those whose packages ranked second and third best.

After the judging the gifts were taken to a local hospital and distributed to the children. □□



Gift-wrap contest encouraged employee participation in Washington Laundry's Christmas project in Evanston, Illinois. Gifts were distributed at children's hospital

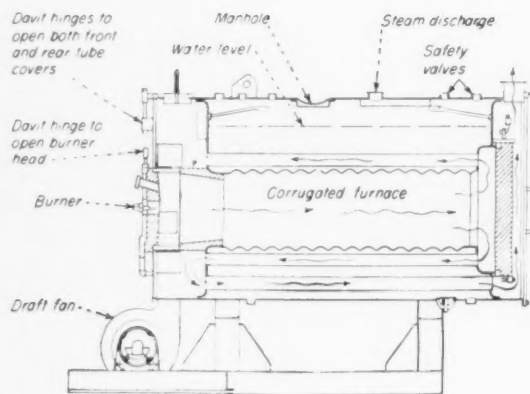


Fig. 1. Typical packaged boiler features, cylindrical-shaped furnace, compact assembly of burner, fans and controls

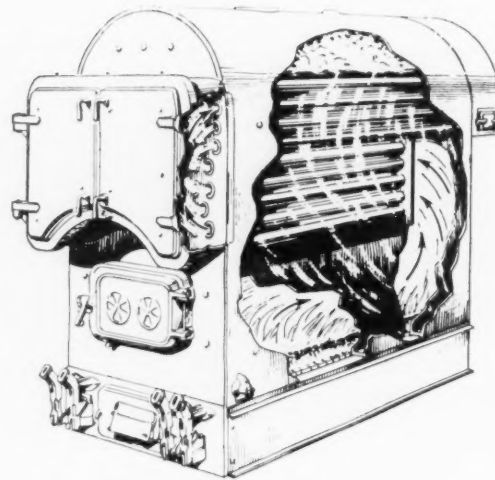


Fig. 2. Usual firebox boiler consists of furnace, tubes, water space. Firing method, controls, fans can be selected as desired

The Battle of the Boilers

By JOSEPH C. McCABE

RECENTLY we had the opportunity of going over the comments of two outstanding engineers on the relative advantages of the packaged fire tube boiler (Fig. 1) versus the conventional or firebox boiler (Fig. 2). Each of these men is prominent in the activities of the boiler design he selected to advance. While neither won the other over to his way of thinking they did cover many of the points of conflict, and in so doing revealed, in our opinion, some very valuable material for guidance.

Case for packaged boiler

The packaged-boiler champion stated that his design came into being

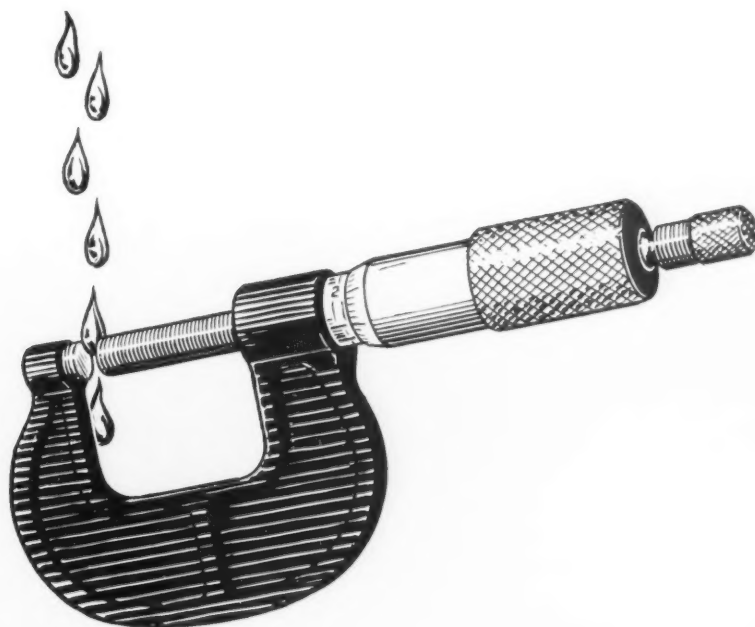
in this way: Certain main elements such as oil firing, forced draft, and packaging permitted the accomplishment of some desirable features that could be attained in no other way. As illustrations:

1. Oil or gas firing permitted much smaller furnaces than those used for coal firing, even when fired at conservative heat release rates.

2. Forced draft accomplished a number of things besides eliminating large smokestacks. It made possible higher boiler efficiencies with less heating surface. Heat transfer rates, at least double conventional boiler rates, could be attained with moderate pres-

sure drop of about $\frac{1}{2}$ to 1 inch of water per pass, depending on boiler size. In practice this level of pressure drop in the flues is relatively unimportant, since about two to three times this amount is used at the burner diffuser to create sufficient turbulence for efficient combustion.

3. Actually, these advantages could be only partially attained, if at all, without packaging. Integration permitted careful selection and design of each component in relation to the whole structure. One example of this was the need to design the burner and refractory to fit the particular boiler and furnace structure. Attempts at using conventional off-the-shelf burn-



When it comes to water conditioning . . . HOW MUCH "TOLERANCE" CAN YOU AFFORD?

Very little, probably, if your plant is typical. You *know*, of course that exacting water treatment is required to make your local water supply precisely right for your use. But you know, too, that there are as many variations in water needs as there are industries.

As Elgin installations in hundreds of plants and institutions can testify, it is our business to design, build and install water conditioning equipment that will best meet your requirements — within exacting tolerances.

As specialists in water conditioning for nearly half a century, we have been face to face with nearly every water treatment problem imaginable. If, for example, your operations call for simple ion-exchange softening, Elgin can offer water softening equipment — in a wide range of capacities —

together with an Elgin ion-exchange zeolite especially tailored to do the job with efficiency and economy. For boiler feed or process water, Elgin can provide filtration, neutralization, de-alkalization, de-aeration, de-mineralization or de-gasification. Even if you need water of *highest known chemical purity*, Elgin can offer you the Ultra-Deionizer . . . for water of greater chemical purity than that produced by triple distillation—at a *tiny fraction of the cost*.

Talk over your water conditioning problems with your Elgin representative. The entire Elgin engineering staff is at your service to help solve the problem quickly and inexpensively. Or, if you'd rather, please feel free to write directly to us for any information you may need.



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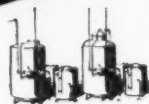
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Representatives in Principal Cities

In Canada: G. F. Sterne & Son, Brantford



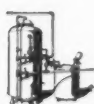
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FILTERS



DEIONIZERS



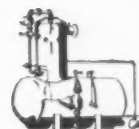
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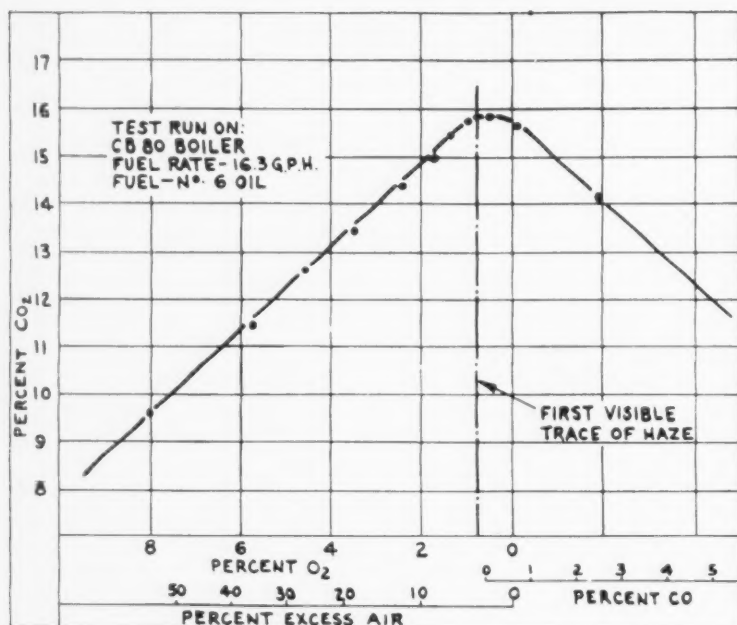


Fig. 3. Performance test on packaged boiler aimed at producing highest efficiency without causing smoking with heavy oil as fuel

ers simply did not provide combustion conditions regarded as acceptable.

Packaged-boiler ratings, guaranteed by the manufacturers as a given continuous duty output at the nozzle by actual test, are limited to a large extent by furnace temperatures. The blower and motor size are fixed to prevent exceeding these design temperatures by any appreciable amount. Once the gases have left the furnace, therefore, any additional amount of heat-absorbing surface is a matter of choice, and has nothing to do with any temperature limitations of the boiler.

Advantages of integrated design

In addition to the above boiler-performance points, the packaged boiler had other advantages that were the direct result of integrated design. For example, one of the most important considerations is the matter of safety. The machine is approved as a boiler-burner unit, and not the burner only, as is common with field-assembled units. Some of the main agencies involved are Underwriters' Laboratories, Factory Insurance Association and Factory Mutual.

The approvals of an integrated unit are important, and this feature should mean more to the prospective user than it often does. Underwriters' Laboratories distinguishes between an A label for a burner only, and a B label for a boiler-burner unit. It defines the matter in the 1954 Gas and Oil Equipment List as follows:

"Label B signifies that the heating unit and the burner included therewith complies with the construction and test requirements of the laboratories. If the burner of an oil-fired or gas-oil-fired unit bears the label A, such label applies only to the burner proper and does not cover the heating equipment in which the burner is installed."

The machine is tested as a boiler-burner unit; this is continuing and is not done only once on the pilot model unit. There are re-tests and re-approvals from time to time as new features and new safety requirements are developed. There are also spot checks by some approval agencies of the completed production units in the manufacturer's shop.

There are also tests to insure reliability and long life of components. Component temperatures are checked under operating conditions, and with certain specified ambient temperatures. Ignition and flame failure are two items that are tested with particular care.

A pre-engineered packaged boiler makes it possible to furnish additional aids to architects, engineers, contractors and operators. As part of the package, it makes available certified drawings, tests, instruction and parts manuals, and starting service. These things cover the whole unit, not just some of its parts.

This packaged-boiler engineer expressed the comment that it is surprising how often the importance of performance testing is overlooked.

Possibly the testing of most modern appliances and machinery is taken as a matter of course. It is regrettable, however, that in the boiler industry performance testing is the exception rather than the rule. As a result, boilers are rated by heating surface, which is a rule of thumb method, instead of by performance on the test floor. Fig. 3 shows a performance test run on a packaged boiler to determine the limits of clean combustion and clean stacks when firing a heavy oil.

Case for firebox boiler

Speaking for the conventional boiler unit, the other engineer made these points:

First, one of the primary differences between firebox boilers and packaged boilers relates to the selection and combining of the component parts.

In the fire-box installation, the buyer or his representative considers the controlling factors (outlined later), then selects a boiler, a burner, and decides whether he wants natural or induced draft. Then he contracts for the installation of the equipment he has chosen and the job is completed and turned over to the builder in first-class operating condition. The burner has been sold and installed by a company whose primary business is burners. The oil-burner representative is usually located relatively close to the installation and maintains a well-staffed service department and a good stock of parts.

In a packaged-boiler installation, the buyer's representative selects a boiler, but his choice ends there. He accepts the burner that comes with the boiler. He accepts forced draft even though the building may have a stack. The installation is less likely to be located near expert service and a stock of parts.

When a man is selecting a low-pressure boiler for automatic firing, he must consider a number of details so that he may be sure he is getting the boiler best suited to his requirements. Among the important considerations are safety, reliability, quiet operation, maintenance cost, economy, durability, ease of handling, ability to carry overloads, availability of fuels, and space requirements. The firebox boiler and the packaged boiler, stated this man, should be on even terms from the standpoint of safety.

As to reliability a reliable boiler is one which rarely, or never, requires emergency service yet for which emergency service is available in the shortest possible time if it should be required. This is the firebox boiler because it is fitted with a "garden vari-

Continued on page 80



use steam efficiently, economically—choose the trap with . . .

top quality... to keep it on the job

No need for a steam trap to be complicated. All it does is discharge condensate and air from steam lines and equipment. But its importance shouldn't be overlooked. On its effectiveness can rest your economical use of steam . . . the efficiency of your process operations.

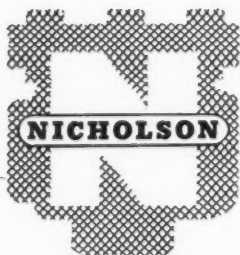
A steam trap has to be built to serve long and dependably in severe service—and that's where Nicholson quality counts heavily in terms of performance.

- One moving part
- Positive shutoff—no steam waste
- Powerful, intermittent valve action
- High capacity—effective use of large orifice

Specify Nicholson, and be sure.



Write for new
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W. H. **NICHOLSON** *and Company*

TRAPS • VALVES • FLOATS • METAL PARTITIONS
LAUNDRY, DRY CLEANING AND PRESSING MACHINERY

14 OREGON STREET, WILKES-BARRE, PA. • SALES AND ENGINEERING OFFICES IN 90 PRINCIPAL CITIES

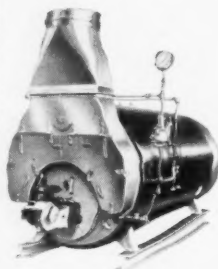
Leffel Boilers Pass The Acid Test:

"... we have been in the boiler business for nearly fifty years, and the only repair work we have ever done on a Leffel Scotch Marine Boiler has been due to human failing, and not to mechanical failure. The Leffel Scotch Marine Boiler is without a doubt the strongest and most trouble-free boiler built."

Mr. J. J. Bower, President
J. J. Bower Company, Inc.
Roanoke, Va.

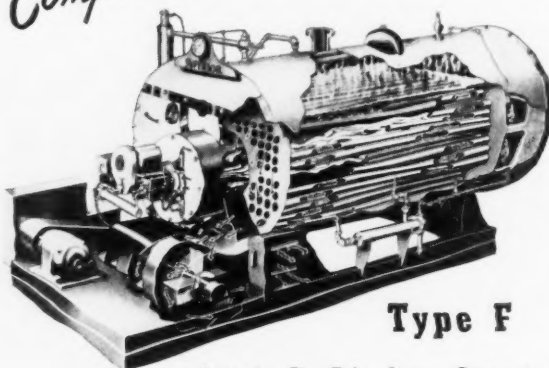
No man is in a better position to judge boilers than the man who services and repairs all types and makes. It pays to listen to a man like J. J. Bower for his words are backed by nearly a half-century of experience. In the brief statement above, Mr. Bower cuts away all the claims and promises of most of today's boiler advertising and tells you why you should rely on Leffel boilers for your steam requirements.

For more details on why you can count on rugged, reliable Leffel boilers for long life and dependable service, write today for your free copy of Bulletin 236.



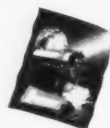
THE JAMES LEFFEL & COMPANY
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Completely PACKAGED BOILERS



Type F

Superior Fire Tube Steam Generators are completely factory assembled and tested. Capacities range from 20 to 600 b.h.p. for steam or hot water heating and for industrial applications requiring pressures to 250 p.s.i. Built-in induced draft and full 5 sq. ft. of heating surface per b.h.p. provides efficient operation firing oil, gas or both.



Write today
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for performance you can **BANK** on

SUPERIOR COMBUSTION INDUSTRIES, INC.
TIMES TOWER, TIMES SQUARE, NEW YORK 36, N. Y.

SUPERIOR
STEAM GENERATORS

Continued from page 78
ety" burner in a "garden variety" setting, according to the firebox champion. These well-tried, comparatively simple burners have been used for many years. They do not get out of order easily, hold their adjustments well, and competent service for these burners, as well as a stock of repair parts, are always available nearby and in a hurry.

When you give consideration to quiet operation the firebox boiler wins on any basis of comparison. The packaged boiler usually uses a forced-draft burner and it is designed with combustion chamber volume much less than that in the firebox boiler, output for output. Consequently, the packaged boiler has much higher heat release, with correspondingly greater combustion roar. Furthermore, for the units which use forced-draft burners, the noise of the fan alone may be loud enough to be objectionable even without the roar of the flame.

Packaged boilers with their high rate of heat release and their forced-draft firing often develop flame pulsation, which causes objectionable vibration of boilers and bases. This condition is so common that many engineers consider a vibration eliminator to be essential in every pack-

aged-boiler setting. This adds again to the cost of the installation.

On the key question of maintenance the firebox spokesman cited a number of points. We quote:

Firebox boiler maintenance

"For several reasons, maintenance costs will be lower with the firebox-boiler installation. For example, the regular cleaning is easier, takes less time and, of course, costs less. In the firebox boiler the operator releases a couple of hand-operated latches and swings the flue doors open, moves the platform into place, brushes the tubes (which are all one size and comparatively short), closes and latches the doors, and is ready to start up.

"In the packaged boiler the operator disengages numerous bolted clips or clamps on one or both ends of the boiler, then removes a heavy closure or closures. This operation often requires a crane of some sort because of the weight of the refractory-lined closures. Then the operator brushes the tubes, swings the closure back into place and adjusts it for position, engages and tightens numerous bolted clips or clamps, and the boiler is then ready to fire. In some packaged boilers the tubes are fitted with deflectors

which must be removed and replaced during each cleaning operation.

"In actual practice, the entire cleaning operation for the firebox boiler is easily handled by one man and frequently takes less time than it takes for two men just to remove the closure of the packaged boiler.

"Furthermore, the firebox boiler has a larger combustion chamber. Therefore, it has more space to complete combustion, less smoke and less frequent cleaning.

"Similarly, the maintenance of the refractory costs less in a firebox boiler. In the first place, the refractory does not get as hot because of the larger combustion chamber, so there is less frequent need for attention to the refractory. Maintenance is easier because the repair crew has easier means of entry into the combustion chamber through the access door. They may use standard shapes and high-temperature cement and almost any repair is quickly and easily made without the need for forms.

"The packaged boiler's closure may require repairs and of such a nature that the closure should be placed flat and may require also that the repaired part be allowed to 'set' before the cover can be raised and swung back into position."

Actual selection

It is extremely important for anyone who is comparing boiler capacities to recognize the difference between the rating methods used by firebox-boiler manufacturers and by packaged-boiler manufacturers. Many packaged boilers have been badly undersized because the men who selected them did not recognize the fact that ratings catalogued for packaged boilers are gross nozzle outputs without the reserve for pickup, which is always included in the ratings catalogued for firebox boilers.

In the latest edition of "Net Load Recommendations" published by the Heating, Piping, and Air Conditioning Contractors National Association (HPACCNA), a number of packaged boilers are listed with ratings equal to 20.8 square feet net steam radiation load per square foot of catalogued boiler heating surface. This corresponds to a net load rating of 4,992 B.t.u. per square foot of boiler heating surface. These same boilers are rated in the manufacturer's catalogs on the basis of 33,475 B.t.u. (1 hp.) per 5 square feet of boiler heating surface, or 6,695 B.t.u. per square foot, which as noted previously is the nozzle output. Therefore, these boilers

have piping and pickup allowance of 6,695 minus 4,992 equaling 1,703 B.t.u. or 34 percent of the net load rating.

Firebox boilers will easily develop nozzle outputs 150 percent or more of net ratings. Therefore, a firebox boiler selected on the basis of HPACCNA net load ratings will have a nozzle output 12 percent or more above that of the packaged boiler which has an identical net load rating (1.50 divided by 1.34 equals 1.12).

A consideration of these facts demonstrates that a packaged boiler listed with any particular net steam radiation load rating will not have as much nozzle output as a firebox boiler listed with the same net steam radiation load rating. The firebox boilers will have more reserve capacity than will be available in the packaged boilers for unexpected overloads or for loads which may be added later or for loads not considered in the original calculations.

Fuel considerations

Packaged boilers will not operate on solid fuel. They must be fired with oil or gas, because they are designed with very small combustion chambers and because the combustion chambers

are long and narrow and not suitable for installation of stokers.

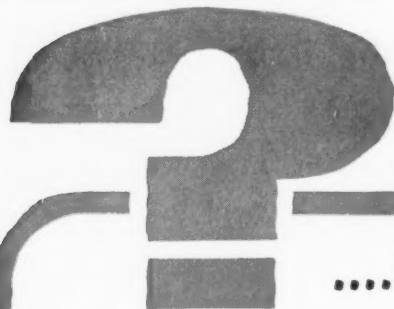
Firebox boilers can be converted for stoker firing without reducing the available output, because they have ample size fireboxes of proper proportions and type to receive stokers, and because the gas passages are suitable for this service.

No one can predict positively what fuel situation will exist 30 years hence or, for that matter, what changes may occur in availability of the various fuels during that period.

For this reason, the firebox-boiler engineer felt it was important to select a boiler that can be adapted to operate at its full output with either liquid or gaseous or solid fuel.

Conclusions

Unfortunately, the obvious next step in this discussion of strengths and weaknesses was not taken. We refer, of course, to the need for each individual to take potshots at the other man's views. Furthermore, there was no recognition of special cases wherein one unit or the other is the only sensible selection. But these are points that a prospective buyer can raise in talking over his next boiler with the sales engineer. □□



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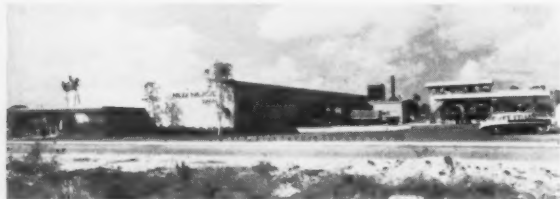
CLAYTON 8, NEW JERSEY

NEWS

from the

ALLIED TRADES

Tremm Opens South Florida Plant



A new, modern South Florida bleach plant constructed by the Tremm Chemical Corporation in North Miami is now in operation, according to an announcement by George W. Kates, chairman of the board.

The plant is engaged in the production of sodium hypochlorites for both household and commercial use. Products are packaged under the firm's own brand and those of private-label customers.

Pellerin Milnor Plant Nears Completion



N. L. Pellerin, president of Pellerin Milnor Corporation, of New Orleans, La., recently announced that the firm's new manufacturing plant is nearing completion and that occupancy is tentatively scheduled for

early November of this year. Mr. Pellerin adds that the plant is equipped with precision tooling and equipment and features many of the latest advances in factory design (including music in production departments).

Wyandotte Field Sales Managers Confer



Pictured above at the first conference of Wyandotte Chemicals Corporation's (Wyandotte, Mich.) newly promoted laundry department field sales managers are, left to right: Byron A. Kirk, New York; Paul S. Chamberlin, St. Louis; Riely F.

Walker, Chicago; Richard V. Anderson, assistant to W. B. Appleby; Mr. Appleby, manager, laundry and textile department; George P. Bailey, San Francisco; Charles E. Hadley, Atlanta, and John K. Stanz, Philadelphia.

Each field sales manager actively participated in the week-long conference. The group checked the latest developments in Wyandotte's research and technical service laboratories and the pilot plants. Plans for further developing Wyandotte's service to the laundry industry were thoroughly discussed with Ford Ballantyne, Jr., Wyandotte Chemicals vice-president and general manager of the J. B. Ford Division; Fred Tholen, Ford Division sales manager, and other members of the home office research and sales staffs.

Eastern Cyclone Changes

As part of an expansion program Eastern Cyclone Conveyor, Inc., Clifton, N. J., has named Aldo J. Gregory plant manager. Mr. Gregory was formerly chief engineer for the company and is a member of the National Association of Institutional Laundry Managers. He has been associated with the firm for several years.

Replacing Mr. Gregory is Bruce T. Boon. He will be in charge of all engineering operations connected with the company's manufacture of laundry equipment and its sheet-metal products.

Divco Promotes Curran

Divco Corporation, Detroit, Mich., has announced the addition to its Eastern sales staff of Frank Curran as assistant sales representative in New Jersey and Pennsylvania.

The announcement from R. H. Sjoberg, Divco vice-president of sales, stated that Mr. Curran has been in truck sales for six years and previously worked for the Divco dealer in Paterson, N. J.

Mr. Curran, who has been associated with Divco sales and servicing, will make his headquarters at Divco Service Center, Irvington, N. J. He will assist S. Seastrand, who is district manager for Divco in the New Jersey area.

Gibraltar Installs Knitting Machines

Eight new knitting machines were added recently to the Brooklyn, N. Y., plant of Gibraltar Fabrics, Inc. Already in operation, these machines are part of Gibraltar's complete knitting and finishing department. Gibraltar textile products are produced exclusively for the laundry and drycleaning industry.

Bronson Joins Lever



CHARLES H. BRONSON

Charles H. Bronson has been named development manager for the Industrial Division of Lever Brothers Company, New York, N. Y., it was announced recently by W. H. Cochrane, general manager of the division.

Mr. Bronson, formerly market development manager of the Tennessee Corporation, will be responsible for the development of the new Lever industrial products and new uses for existing industrial products.

Uni-Mac Names Heinle



CARL HEINLE

Carl Heinle, Jr., has been elected a director and vice-president in charge of sales of The Uni-Mac Company, Ft. Lauderdale, Fla., according to a recent announcement by James E. Cox, president of the organization. Mr. Heinle was formerly employed by The Great Lakes Carbon Corporation in the Dicalite Division. Prior to this he served as sales manager of Chemical Laboratories, Inc., New York, N. Y., where he handled sales promotion for several of the firm's products.

Mr. Heinle's activities have given him a knowledge of effi-

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Davies, Inc.

...To Bring in More Business

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"Years ago we had trouble with water-stiffness—especially in shirts. Now that's a thing of the past, thanks to Velva-Soft. Our shirts—and everything else we launder—feel 100% softer and look 100% better. And that's not just our opinion. Our customers tell us the same thing.

"At Davies we're always striving to improve our quality. And Velva-Soft is the biggest quality improvement we've ever made.

"I repeat . . . I'd buy Velva-Soft at any price!"

Every day *more* professional laundries make *more* money because of Velva-Soft. And it's easy to see why . . .

Velva-Soft increases business. Housewives turn to professional laundries for the luxurious feel of Velva-Soft treated towels—they're twice as fluffy. Husbands like the way Velva-Soft treats shirts—there's no irritating scratchiness.

Velva-Soft cuts operating costs. You don't need bluing, a brightener or special fabric oils. What's more, Velva-Soft, because of the lubricity imparted to the fibers, makes it easier to pull loads from the wash wheel.

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save on electric bills! And shake-out time is faster . . . easier.

Static electricity is almost eliminated when you use Velva-Soft. Shirts and uniforms won't stick to the presses—even those beginning to wear around the collars. And Velva-Soft slashes tumble drying time by 15%. You finish faster with no increase in the number of dryers.

And to top it off! Velva-Soft has tried and proved advertising and merchandising programs ready to go to work for you.

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FORMULA 770—
spray-dried to homogeneous, free-flowing beads.

Suds are heavy and full-bodied. Beads may be added dry to the wheel or used with additional builders to meet your own conditions.

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PERMA-FOLD "FUSED" NON-WILT COLLAR

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cient procedures of production and management in the laundry and drycleaning fields.

New Ald Branches



GEORGE R. GOULETTE

Ald, Inc., has opened a new parts center in Dallas, Tex. This center will serve Ald customers in Colorado, New Mexico, Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Alabama, Georgia, South Carolina and Florida.

Also opened recently was a new company office in Baltimore, Md., to handle laundry store activity in the Mid-Atlantic

region. The states covered from Ald's new office are Pennsylvania, southern New Jersey, Delaware, West Virginia, Virginia and North Carolina.

George R. Goulette, the Mid-Atlantic district manager for Ald, will be in charge of this office. He will be assisted by Charles Packer, Mid-Atlantic sales manager.

Troy Opens Boston Office

A new Boston office has been announced by Troy Laundry Machinery Division of American Machine & Metals, Inc., East Moline, Ill. It is located at 30 Huntington Ave., Boston, Mass. The office is under the supervision of I. N. Johnson, Troy New England representative.

Hercules To Buy Huron

Directors of Hercules Powder Company, Wilmington, Del., and The Huron Milling Company, Harbor Beach, Mich., have approved a plan for the acquisition of Huron Milling by Hercules. Final approval of the acquisition awaits a vote of stockholders of The Huron Milling Company.

The plan calls for the acquisition by Hercules of all the as-

sets of Huron in exchange for Hercules stock. Approximately 100,000 shares of Hercules common stock are involved. Under the plan Hercules would operate the Huron business as a division of its Virginia Cellulose Department.

Speed-Check Assigns Davis and Warne



WILLIAM H. DAVIS



GEORGE WARNE

R. M. Goddard, president of The Speed Check Co., Inc., Atlanta, Ga., has disclosed the appointment of William H. (Bill) Davis and George Warne as workflow engineers. Mr. Davis, who will cover the state of Florida, has had broad experience in management, advertising and finance. Mr. Warne, in addition to being a qualified en-

gineer, has had a background in plant operation and management. Serving with the Army engineers during World War II and the Korean conflict, he filled many important command and staff posts. Mr. Warne will be responsible for the Baltimore, Washington and Richmond areas, according to Mr. Goddard.

Texas Honors Hammond with Award of Merit



Roger N. Conger, president of Hammond Laundry - Cleaning Machinery Company, Waco, Tex., is pictured above receiving an Award of Merit from Governor Allan Shivers, which was given to the Hammond Company for employment of the physically handicapped. Of Hammond's 100-plus employees, approximately 10 percent are

handicapped, six being listed as disabled veterans. Of 30 employees added in 1956, four were handicapped.

"Our physically handicapped employees have been a great asset to our organization and many times the quality of their work is far above average," Mr. Conger asserted during the awards ceremony.

New Revolite Salesman

W. A. Michie, sales manager, Revolite Division, Raybestos Manhattan, Inc., Passaic, N. J., has announced the appointment of Edwin C. Mason as sales representative for western Ohio and Indiana. Mr. Mason will headquarter in Dayton, Ohio, and work under the supervision of Lester Brown, responsible for sales in Michigan, Indiana and western Ohio.

Diamond Alkali Names Rex

Appointment of David J. Rex to the newly created post of process engineer for the Silicate, Detergent, Calcium Division of Diamond Alkali Company, Cleveland, Ohio, was recently announced by John W. Mantz, general manager of the division.

A chemical engineer at Diamond's Painesville (Ohio) Works for the past nine years, Mr. Rex has already taken over his new duties. He joined the Diamond organization in November 1947, following five years in development and process engineering work with a large chemical firm.

Mr. Rex was graduated from

Carnegie Institute of Technology in 1942, with a B.S.

American Elects Parrish



CLARK A. PARRISH

Promotion of Clark A. Parrish to assistant general sales manager, administration, has been reported by Raymond Anthony, general sales manager of the American Laundry Machinery Co., Cincinnati, Ohio. Mr. Parrish joined American in 1936. Since that time he has held positions as manager of the export division and of Cleaners Equipment Co. Division.

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• Yes . . . **ACTION** in several directions: UNI-MAC brings in Shirts . . . Flatwork . . . Drycleaning . . . and at the same time it provides a new, profitable, large-volume, low-cost Wash-and-Fluff Dry service that the mass market can afford.

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- ✓ Excellent for "go-backs."



UNI-MAC TWIN Model 400
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Commercial Laundries using the UNI-MAC TWIN are high in their praise of the machine for its economy of operation . . . its effectiveness in combatting the home-washer!

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Easy to handle, these pure soaps appeal particularly to laundriers who build their own soap tank before adding to the wheel. They can, however, be added dry to the wheel.

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Write for brochure and
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NEW PRODUCTS AND LITERATURE

Continued from page 8

of discovering poor formula performance before serious damage develops. This Data Sheet emphasizes the importance of all elements of the formula in relationship to each other, including correct supplies and such factors as time, temperature, concentration and mechanical action. Possible causes of low whiteness retention and high tensile strength are listed.

Q & A Data Sheet #51 may be obtained by writing to the Philadelphia Quartz Company, 1158 Public Ledger Building, Philadelphia 6, Pa.

Water-Saving Braun Unit



The Braun Unit Wash, a combination washer - extractor for every type of laundry operation, is said to cut water consumption 50 percent, requiring only 2.2 gallons of water per pound of laundry under normal load conditions. The wash action consists of washboard agitation during a 44-inch drop (illustrated left above), followed by a squeeze action in which the work is wedged between the center partition and the cylinder wall and squeezed both by centrifugal force and gravity (right).

The unit is available in capacities of 35, 50, 100 and 200 pounds. It can be equipped with precision controls for fully automatic, semi-automatic and manual operation.

For additional information write to G. A. Braun, Inc., 461 E. Brighton Ave., Syracuse, N. Y.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention **STARCHROOM LAUNDRY JOURNAL**.

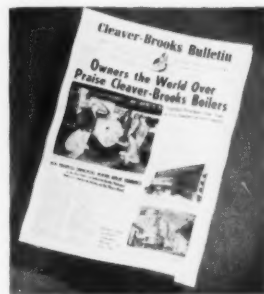
Divco Presents New Trucks



Three new models of Divco multistop delivery trucks have been designed, according to Roy H. Sjöberg, vice-president in charge of sales at Divco Corporation. The new models will offer 221 cubic feet of cargo capacity on a compact 100.3/4-inch wheel base chassis.

Condensed Catalog B describes in detail the complete line of Divco multistop delivery trucks. The 16-page catalog is fully illustrated with photographs and dimensional drawings and gives pertinent specifications. For a copy write to Divco Corporation, P. O. Box 3807, Detroit 5, Mich.

Cleaver-Brooks Progress Boiler



A new four-page Cleaver-Brooks bulletin describing outstanding boiler installations around the world has been issued. The advantages of the newly introduced Progress packaged boiler are also described. Designed for commercial heating up to 1,340,000 B.t.u. per hour, the new Progress boiler completely packaged design is said to be a time-saver for the contractor. Also noted is the fact that the contractor does not have to install and wire controls, insert burner or put on jacketing. The Progress boiler is fire-tested in the factory and has a guaranteed minimum operating efficiency of 80 percent.

For more information write to the Cleaver-Brooks Company, 326 E. Keefe Ave., Milwaukee 12, Wis.

Unitrap Steam Trap Line



A new, small, lightweight bucket-type steam trap has been introduced by Perfecting Service Company, 332 Atando Ave., Charlotte 6, N. C., for use in unit heaters, small processing machinery and like applications. This new addition to the Unitrap line is available in 1/2-inch pipe size.

Developed for low-pressure, high-condensate-rate applications where a smaller trapping unit is needed, the trap operates on a balanced-pressure principle through the unique function of its Dual-valve, which automatically compensates for differential pressures through a range of 0 to 250 pounds p.s.i.

The Dual-valve permits all Unitraps to operate through fluctuating steam pressures and variable condensate rates within range of the traps without changing orifice size or bucket weights. Its extra-large orifice achieves large discharge capacities (at 250 pounds pressure p.s.i.).

For more information write to the manufacturer.

Worthington Compressor Booklet

A new booklet designed to help locate and correct common air-cooled and water-cooled compressor troubles has been released by Worthington Corporation. A cartoon sequence gives a full description of compressor troubles—from failure to deliver air to excessive oil consumption.

For copies or further information direct request to Worthington Corporation, Merchandising Sales Department, Harrison, N. J., specifying Bulletin PC-509P.

New Hoffman Literature

The United States Hoffman Machinery Corporation has recently printed a new two-color, four-page supplement, which contains a detailed, illustrated description of its laundry equipment. The equipment encom-

passes every phase of in-plant laundry operations, from washing to extracting, unloading and ironing.

The supplement is entitled Form M107 and is available upon request from the U. S. Hoffman Machinery Corporation, 105 Fourth Ave., New York, N. Y.

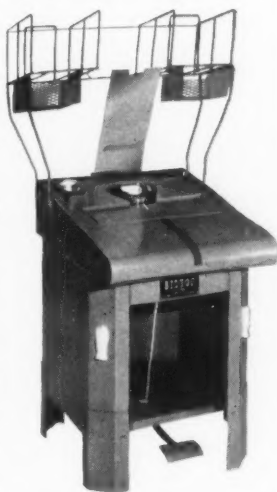
New Antistatic Rinse

Merix Chemical Company has announced the marketing of a new destaticizer, Merix Antistatic No 79 OL, for the removal of static electricity not only in the operations of cleaning and laundering, but in the finished garments.

Drycleaners spray the product on the screen basket or tumbler in the cleaning and deodorizing cycle. Laundries add 5 percent of the product to 95 percent water in the final rinse bath. This is said to prevent clinging and shocks.

Literature is offered free upon request to Merix Chemical Company, Dept. CL-1, 1021 E. 55th St., Chicago 15, Ill.

Bishop Triple-Duty Shelf



Bishop David Freeman Co. recently added a new Triple-Duty supply shelf to its Collar-Molding Shirt Folding unit, it was announced by the president, David A. Freeman. The new shelf holds collar supports, shirt boards and plastic bags within convenient reach of the folding operator. Steel rod construction provides the operator with more light and air and eliminates dirt-catching solid shelves.

Special features claimed for the folder are smooth, even ironing of inner collars, flat collar points, avoidance of

TINGUE, BROWN Apron Cloths

...woven on the world's heaviest apron looms

...and Longlife Aprons will outwear conventional Duck by more than 20%... with a better finish and at lower cost. In fact, we are so confident of the superiority of Longlife Aprons (cloth finish) over the brands you are now using that we offer you an ironclad double-your-money-back guarantee with every order.

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Warp Ply	5	5	4	4	3	3
Filling Ply	4	5	4	4	3	3
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ABC's of washroom operation
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Operators in the Laundry" 1.00
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the complete job on all types of garments
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ing of Drycleaning Plants" 1.00
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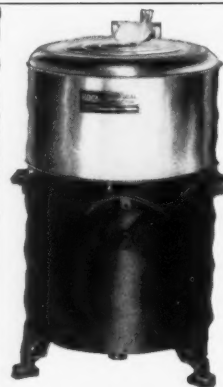
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We have made Extractors
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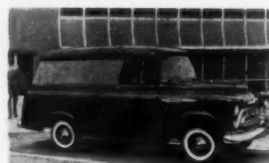
BOCK LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

broken collar buttons, perfectly centered buttons, straight folds and smooth bosom.

The Deluxe Front-Fold Shirt Table can be used with a 2-, 3- or 4-girl shirt unit and is available in foot- or air-operated models; Front-Fold (as shown in photo), or Side-Fold. The unit requires 24 by 41 inches of floor space.

For complete details write to Bishop David Freeman Co., 1600 Foster St., Evanston, Ill.

Chevrolet 1957 Trucks



New safety features applied throughout Chevrolet's 1957 truck line include interlocking crash-tested latches on all side doors and steering wheels with hubs recessed 3 inches below the rim. The most striking styling change lies in the more integrated grills replacing last year's latticework pattern on the 24 light-duty models.

Featured model of the light-weights is the half-ton Cameo Carrier (illustrated above) pick-up. Color choices on this model have been increased to nine exterior two-tone combinations and four color-keyed interiors.

Haertel Issues Planning Kit

A Storage Vault Planning Kit has been prepared by the Walter Haertel Company for those seeking detailed information on building and equipping garment storage vaults. The Planning Kit contains information on alternate types of construction, how to insulate and insurance costs. Particularly helpful are drawings of six suggested layouts. Box storage handling and promotion as well as procedures for record keeping are included.

For a free planning kit write to the Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis, Minn.

Caustic Soda Handling

A Caustic Soda Handling Chart has been prepared by the Westvaco Chlor-Alkali Division. This chart is about 20 by 16 inches in size, with bound ends, and is made for wall hanging. Printed in three colors, it includes information on how to use caustic soda safely, personal protective equipment and first-aid treatment.

The firm will send one or more of the charts free to anyone sending a letterhead request to Westvaco Chlor-Alkali Division, Food Machinery and Chemical Corporation, 161 E. 42nd St., New York 17, N. Y.

Cochrane Softeners

A bulletin on the versatility of Cochrane Hot Lime-Zeolite softeners has been released by Cochrane Corporation. The brochure deals with method of operation, expected results, chemical savings and simplicity of operation.

To obtain a copy write to Cochrane Corporation, 17th St. below Allegheny Ave., Philadelphia 32, Pa., and specify Publication 4801-A.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

Convention Calendar

Indiana Drycleaning and Laundry Institute
Severin Hotel
Indianapolis, Indiana
November 30-December 2, 1956

Mississippi Laundry & Cleaners Association
Robert E. Lee Hotel
Jackson, Mississippi
December 1-2, 1956

Minnesota Institute of Laundering and Cleaning
Nicollet Hotel
Minneapolis, Minnesota
January 19-20, 1957

National Institute of Rug Cleaning
Roosevelt Hotel
New Orleans, Louisiana
January 19-22, 1957

Canadian Research Institute of Launderers and Cleaners
Chateau Laurier Hotel
Ottawa, Ontario, Canada
January 21-22, 1957

South Carolina Association of Launderers & Cleaners
Fort Sumter Hotel
Charleston, South Carolina
January 22-23, 1957

Louisiana Laundry & Cleaners Association
Shreveport, Louisiana
January 25-27, 1957

New Jersey Laundry & Cleaning Institute
Essex House
Newark, New Jersey
January 26, 1957

National Institute of Drycleaning
Atlantic City, New Jersey
March 7-10, 1957

Obituaries

Peter Bertear, 73, former laundry operator of Cleveland, Ohio, died recently in Miami, Florida. Surviving are his wife, a son and two daughters.

Frank E. Davis, 57, owner of North Side Laundry Company, Pittsburgh, Pennsylvania, died recently. Mr. Davis was a member of Bellevue Lodge No. 530, F&AM, St. Clair Royal Arch, Chapter 305, Pennsylvania Consistory, Pittsburgh Commandery No. 1 K.T., Syria Temple, and was treasurer of the Pittsburgh Owners Mutual Liability Insurance Association. Surviving are his wife, a son and three grandchildren.

Tsunekichi Fukui, 80, retired laundryowner of Carson, Nevada, died recently. He is survived by his wife, a son and daughter.

Continued on page 90

TEAR OUT THIS AD AND
ATTACH TO YOUR LETTERHEAD

Want to Wash Delicate Fabrics Efficiently Yet Gently?

Lever has designed a completely built synthetic to give whiter, brighter laundering in hard or soft waters. It is compounded with mild builders and one of the most efficient and stable whitening agents known:



FORMULA 880—
spray-dried, free-flowing
white granules.

This synthetic detergent is especially suitable for delicate fabrics and colors at mild temperatures. It is also compounded for heavy duty washing.

For complete information, mail ad to:

LEVER BROTHERS COMPANY
390 Park Avenue, New York 22, N. Y.

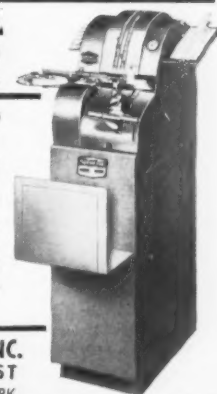
THERMO-SEAL TEMPORARY IDENTIFICATION MACHINE FOR LAUNDRIES

• EASY TO USE • QUICK SEAL •

12A15

THERMO-SEAL TAG
ACTUAL SIZE
LARGEST SEAL-TAG
BUNDLE NUMBER

Precision placement of tags. Tags seal flat even over seams. Easy regulation for proper sealing pressure and timing. Streamline your identification with Thermo-Seal efficiency . . . wire or write for full information.



TEXTILE MARKING MACHINE CO., INC.
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BULLDOG LINE

Metal Press Pads

- FLAN-L-TEX
METAL PRESS PADS
- ASBESTEX COVERS
- BULLDOG NYLON PRESS COVERS
- MET-L-FLAN TOP PADS

ASK YOUR JOBBER OR WRITE DIRECT

X. S. SMITH INC.

RED BANK
NEW JERSEY



BEST! FOR QUICK-SERVICE PLANTS
Key-Tag's Model A-15
FLAG CHECKING
SYSTEM



3-WAY CHECK!
 1 BY COLOR
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 3 MECHANICAL CODE-LOCK MAKES MISTAKES IMPOSSIBLE

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- use "green" labor

FLEXIBLE—FITS YOUR PRESENT SYSTEM
WRITE TODAY FOR FREE FOLDER

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The SIMCO
 "Midget" Static
 Eliminator is
 guaranteed to
 end all static
 problems in
 folders and
 ironers—safely,
 inexpensively!
 Write for facts.

the SIMCO company
 920 Walnut Street, Lansdale, Pa.

STATEMENT REQUIRED BY THE ACT OF
 AUGUST 24, 1912, AS AMENDED BY THE ACTS
 OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39,
 United States Code, Section 233)

SHOWING THE OWNERSHIP, MANAGEMENT, AND
 CIRCULATION OF Starchroom Laundry Journal, published
 monthly at Lancaster, Pa., for October 1, 1956.

State of New York } ss.
 County of New York }

1. The names and addresses of the publisher, executive man-
 ager, editor and managing editor are:
 Publisher, The Reuben H. Donnelley Corporation, 305 East 45th
 St., New York 17, N. Y.
 Executive Manager: Edward B. Wintersteen, 305 East 45th St.,
 New York 17, N. Y.
 Editor: Henry A. Mozdzer, 305 East 45th St., New York 17, N. Y.
 Managing Editor: Miss Galina Terr, 305 E. 45th St., New York
 17, N. Y.

2. The owner is: (If owned by a corporation, its name and
 address must be stated and also immediately thereunder the
 names and addresses of stockholders owning or holding one per
 cent or more of total amount of stock. If not owned by a corpora-
 tion the names and addresses of the individual owners must
 be given. If owned by a partnership or other unincorporated
 firm, its name and address, as well as those of each individual
 member must be given.)

The Reuben H. Donnelley Corp., 305 East 45th St., New York
 17, N. Y.

Northern Trust Company, Chicago, Illinois, Trustee of Fund A
 under the will of Reuben H. Donnelley deceased.

The Northern Trust Co., David L. Harrington and Charles C.
 Haffner, Jr., as Trustees under agreement dated January 24,
 1946, with Thorne Donnelley, Chicago, Illinois.

First National Bank, Chicago, Illinois, Trustee of Fund B under
 the will of Reuben H. Donnelley deceased.

Elliott Donnelley, Lake Forest, Illinois.

Elliott Donnelley, trustee under Gaylord Donnelley Trust Agree-
 ment, Chicago, Illinois.

Gaylord Donnelley, Libertyville, Illinois.

Curtis E. Frank, Chicago, Illinois.

Harold P. Harper, Greenwich, Conn.

David L. Harrington, Flossmoor, Illinois.

Harry W. Warner, Flossmoor, Illinois.

3. The known bondholders, mortgagees, and other security
 holders owning or holding 1 per cent or more of total amount
 of bonds, mortgages, or other securities are (If there are none,
 so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder
 or security holder appears upon the books of the company as
 trustee or in any other fiduciary relation, the name of the person
 or corporation for whom such trustee is acting; also the state-
 ments in the two paragraphs show the affiant's full knowledge
 and belief as to the circumstances and conditions under which
 stockholders and security holders who do not appear on the
 books of the company as trustees, hold stock and securities in a
 capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publi-
 cation sold or distributed, through the mails or otherwise, to
 paid subscribers during the 12 months preceding the date shown
 above was: (This information is required from daily, weekly,
 semiweekly, and triweekly newspapers only.)

E. B. WINTERSTEEN,
 (Signature of Executive Manager)

Sworn to and subscribed before me this 18th day of Septem-
 ber, 1956.

WALTER H. FREDERICKS
 Notary Public, State of New York
 No. 41-6391975

Qualified in Queens County
 (My commission expires March 30, 1958)

Term expires March 30, 1958

Continued from page 89

Joseph Herbert, 59, owner of an automatic laundry in Los
 Angeles, California, died recently. Mr. Herbert is survived by
 his wife, a son and two brothers.

Herbert L. Jennings, 72, president of Suburban Laundry and
 Dry Cleaning Inc. of Philadelphia, died recently. Mr. Jennings
 was a past president of the Philadelphia Laundry Owners Ex-
 change, a Mason and a member of Kiwanis Club and Shuffle-
 board Club of Ocean City, New Jersey. Surviving are his wife
 and three daughters.

E. E. Klingman, Jr., 59, owner and operator of Laundromat
 Half-Hour Laundry, Lake Charles, Louisiana, died recently.
 Survivors include his wife, two sons and a daughter.

Bruce Mace, 43, West Coast regional manager of The Keever
 Starch Company, Columbus, Ohio, died of a heart attack in
 Portland, Oregon, on October 15. Mr. Mace was a native of
 Indiana, but was especially well known in the trade throughout
 the Western states. He is survived by his wife and two young
 sons in Palo Alto, California, where he resided.

David B. Mazzur, 61, former part owner of Highland Laun-
 dry, Peekskill, New York, died on September 17. Mr. Mazzur
 was associated with Champion Laundry in New York City and
 Home Style Laundry in Montclair, New Jersey. Surviving are his
 wife, a son and daughter.

Arthur H. Parsons, founder of Parsons Laundry, Salem,
 Massachusetts, died recently. Mr. Parsons was a past president
 of the Massachusetts Laundryowners Association and the Salem
 Kiwanis Club. He was a member of Salem Chamber of Com-
 merce, Salem Country Club, Mt. Carmel Lodge, F&AM, Lynn,
 Sutton Lodge of Perfection, Jubilee Council, Princes of Jerusalem
 and Emmanuel Chapter Rose Croix. Surviving are his wife, two
 sons and a daughter.

C. Raymond Rupp, 76, retired operator of Gettysburg
 (Pennsylvania) Steam Laundry, died recently. Mr. Rupp was a
 Mason, a member of Gettysburg Commandery No. 79, Zembo
 Shrine, Harrisburg Consistory, and a life member of Gettysburg
 Lodge of Elks. Survivors include two daughters and a son.

Elmer Ray Stemple, 48, owner of Longmere Laundromat,
 Kent, Ohio, died recently. Mr. Stemple was a member of Stow
 Lions Club, Boosters Club and Monroe Lodge F&AM 28, Mon-
 roe, Michigan. He is survived by his wife, a daughter and three
 sons.

Charles H. Wood, founder and past president of Wood
 Laundry, Inc., Milwaukee, Wis., died recently. Mr. Wood started
 the laundry firm in 1913 and retired in 1943. He is survived by
 his wife.

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net; not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

MACHINERY FOR SALE

TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6661-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6767-4

8-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6799-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y.
9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6- or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
9368-4

15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 34" x 30" HUEBSCH AND AMERICAN OPEN END TUMBLERS. GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
597-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
598-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO and TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER and STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
600-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV-9-6585, has late type Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic stainless perk unit—10 lb. Columbia unit.
1165-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV-9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation.
1166-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us.
1167-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J.
9240-4

FOR SALE: 1—American 120" flatwork ironer, 2-roll chest-type ribbon return feed variable motor and tachometer. 1—American 8-roll chest-type 100" with automatic folder. 1—American Norwood 42 x 54" stainless-steel, 2-pocket, motor-driven washer. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 West Lake Street, Chicago 12, Ill. NEVada 8-7764.
1342-4

AIR-DRIVEN PRESSES: Forse 54" square-buck linen supply press; Forse 53" tapered garment press; Forse mushroom presses. Very reasonably priced. Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill. NEVada 8-8849.
891-4

AMERICAN and TROY 5-Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6766-4

TWINRAPID ROTARY PRESS UNIT, consisting of: 31" TAPERED AS WELL AS 2 MUSHROOM PRESSES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
1118-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.
9706-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6910-4

48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
4651-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6864-4

SURPLUS EQUIPMENT of FINE LAUNDRY & DRYCLEANING MACHINERY from the HAMDEN LAUNDRY and SEVERAL OTHER PLANTS and INSTITUTIONS. ACT FAST FOR BARGAINS! American 8-roll 120" FLATWORK IRONER; American 6-roll 120" FLATWORK IRONER; 42 x 84" American Norwood Cascade MONEL WASHERS, 2 pockets; 42 x 96", 3 pockets; 42 x 96", 8 pockets; 30 x 30" American Cascade MONEL WASHERS; 24 x 36" American Cascade MONEL WASHERS; American 54" NOTRUX EXTRACTOR, 3 sets of MONEL CONTAINERS; American 48" MONEL OPEN-TOP EXTRACTORS; 30" copper starch EXTRACTOR, all direct motor-driven, AC 220 volt, 3 phase, 60 cycle. And a NUMBER of OTHER ITEMS too numerous to mention in this issue. WRITE, WIRE OR 'PHONE: Sole liquidator: WILLIAMS LAUNDRY MACHINERY, 37-37 9th St., Long Island City 1, N. Y., STILLWELL 6-6666.
790-4

MODEL 75 AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6—NATIONAL HAND and POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
984-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y.
4753-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y.
4755-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
647-4

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
9014-4

MACHINERY FOR SALE (Cont'd)

9 Huebsch or American Zone-Air open-end tumblers, AC 220 volt, 3 phase, 60 cycle, practically new. Available, immediate sale. **Special price \$225 each. ADDRESS, Box 792, STARCHROOM LAUNDRY JOURNAL. -4**

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4**

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

GASWAY IRONER, LATEST TYPE GAS HEATED CYLINDER 18 x 100", MOTOR DRIVEN, COMPLETE WITH AUTOMATIC CONTROLS. EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1075-4

AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE and UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

60# FANTEX-PERK DRYCLEANING UNIT, two years old, excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1275-4

PROSPERITY 38" P. C. WEARING APPAREL PRESSES, a real bargain. Talley Laundry Machinery Co., Greensboro, N. C. 1276-4

UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1277-4

30 x 30 AMERICAN STAINLESS-STEEL WASHERS, excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1278-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1279-4

HOFFMAN X MODEL PRESSES, factory rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1280-4

COMPLETE STOCK OF REBUILT GUARANTEED LAUNDRY AND DRY-CLEANING MACHINERY. Talley Laundry Machinery Co., Greensboro, N. C. 1281-4

2-ROLL 100", 110" and 120" AMERICAN and CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR and CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

16x100" AMERICAN 61210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1267-4

36 x 54 AMERICAN CASCADE WASHER, Monel metal, 2-pocket, 2-door, rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1268-4

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1269-4

42 x 96 AMERICAN WASHER, 4-pocket, 4-door, Monel metal, rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1270-4

SIX-ROLL AMERICAN 120" IRONER, rebuilt and guaranteed, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1271-4

48" AMERICAN OPEN-TOP EXTRACTOR, in excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1272-4

FANTEX TWO-GIRL COMPLETE SHIRT UNIT, a dandy buy. Talley Laundry Machinery Co., Greensboro, N. C. 1273-4

36 x 54 BUTLER DRYCLEANING WASHER, streamlined, motor-driven, all-metal. Talley Laundry Machinery Co., Greensboro, N. C. 1265-4

FOR SALE—Brand-new 36 x 36" Troy and American all-wood, one-pocket, direct-motor-driven washer. Price F.O.B. Chicago \$687. Chicago Used & New Laundry Equipment Co., 3128 W. Lake Street, Chicago 12, Illinois. 1306-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

Wood cylinders and shells, replacements, any size, with new brass hinges and stainless-steel trim; also new wood washers, **ILLINOIS LAUNDRY MACHINERY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621. 188-4**

42 x 54 AMERICAN NORWOOD CASCADE WASHER, Monel metal, 2-pocket, 2-door. Talley Laundry Machinery Co., Greensboro, N. C. 1266-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer; American 6-roll ironer; Ellis 54 x 120" 9-pocket stainless washer; American Cascade 42 x 84" washer; Troy 42 x 72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42 x 90" tumbler; Huebsch 36 x 30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140F unit used two months; American 30 x 48" petroleum unit with filter, still, etc., brand-new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit, Columbia synthetic unit. 1164-4

FOR SALE—1 used American 8-roll 120" flatwork ironer with motor and control, standard machine. 1 used American 6-roll 120" flatwork ironer. 50" American and Troy Notrux extractors. 42 x 54" and up, metal motor-driven washers. Chicago Used & New Laundry Equipment Co., 3128 W. Lake Street, Chicago 12, Illinois. 1307-4

METAL WASHERS: 1 American Cascade 44 x 120", 4-pocket, Monel, PRACTICALLY NEW. 4 Hoffman 42 x 96", 3-pocket, Monel, reconditioned. 2 Hoffman 36 x 54", 2-pocket, Monel. All 220/440 volt. Bargain prices. GARDNER MACHINERY CORPORATION, Box 10001, Charlotte, N. C. 1321-4

FLATWORK IRONERS: 1 American Standard Streamline 6-roll, 110" variable-speed drive. Excellent condition. 1 Watts Super 36 x 120", horizontal, 2-cylinder, variable control. 1 Zephyr 24 x 100" cylinder, 2-girl ironer. GARDNER MACHINERY CORP., Box 10001, Charlotte, N. C. 1322-4

EXTRACTORS: 48" and 60" open-top, motor-driven, American, Hoffman, Troy, Ellis Drier, Zephyr, and Tolhurst Super-X, stainless-steel basket. GARDNER MACHINERY CORP., Box 10001, Charlotte, N. C. 1323-4

2 American 16" x 110" late model steam-heated flatwork ironers, 2-girl return type, never used. GARDNER MACHINERY CORP., Box 10001, Charlotte, N. C. 1324-4

One Prosperity 40" extractor—perfect condition. Two large stainless-steel truck tubs and one Huebsch hankie ironer. Whisler's Laundry, 531 Broadway, Hanover, Pa. 1325-4

42 x 84" Troy and Smith-Drum Monel washers, 2-pockets, 2-doors. Machines running in a local hospital, can be inspected. SPECIAL PRICE \$1,995 each. Washers motor-driven, guaranteed in good running condition. Excellent buy. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th Street, Long Island City 1, N. Y. Stillwell 6-6666. 872-4

2—Century squirrel-cage, constant-torque 4-speed motors. Model SCM-324-JC3-601. 220 volt, 3 phase, 60 cycle. 550-880-1165-1750 RPM. 1.7-2.5-3.33-5 HP. List Price \$671. 2—Cutler-Hammer size 1 cam-operated drum controllers, Model 9402H302A1, non-reversing, 4-speed. List price \$90. 2—Cutler-Hammer size 1 reset starters, Model 9586H1685A. List \$44. Brand-new, original crates. Best offer takes. Washington Laundry and Drycleaners, 700 Washington St., Evanston, Illinois. 1368-4

TWO COOK TWIN WASHETTES 25-pound, fully automatic, Bock 20" extractor; Cissell 35-pound drier; Natco boiler. Priced for quick sale. Phone MO 9-4143, New York City. 1362-4

Watts 30 x 120" double-cylinder flatwork ironer. Reasonable. Can be seen in operation. Colony 9-4444. White Way Laundry, 271 Hall Avenue, Wallingford, Conn. 1359-4

20 x 30" AMERICAN END-LOADING WASHER WITH WRINGER. Monel metal tub and cylinder, fabricated steel frame, motor drive, 115-230V-60-1 AC. Load capacity 15 lbs. dry wt. Yours at over \$200 saving. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1354-4

MACHINERY FOR SALE (Cont'd)

24 x 36" CASCADE WASHER WITH WRINGER. Monel metal tub and one-pocket cylinder; 35 lbs. dry wt. capacity. Motor-driven, 220-60-3 AC. Completely factory-rebuilt and priced to go fast. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1355-4

30" AMERICAN SOLID-CURB EXTRACTOR. Special deep size with Monel metal basket side sheet, automatic safety cover, vertical V-belt motor drive, 220-60-3 AC. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1356-4

AMERICAN TRUMATIC AUTOMATIC FLATWORK FOLDER. Two-lane, for 120" ironer, direct-driven from delivery side of ironer. Enables only one receiving operator to handle entire output of ironer on large pieces, and greatly increases ironer production. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1357-4

100" AMERICAN RETURN-APRON FLATWORK IRONER. A splendid cylinder-type ironer, factory-overhauled and excellent condition. Has ribbon feed, automatic stop, motor drive, any standard current. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1358-4

1—vacuum still, Butler, model 200-C. 2—pressure filters, Butler, model 5433. 1—extractor, American, approximately 48" diameter, with 7½ HP. explosion-proof motor, 220/440 volt 3-phase. 3—washers, Butler-Gross, 36 x 54. 4—tumblers, Huebsch-Perry-Butler, 36 x 30 drycleaning models. American Sales Company, 1562 Harrison Ave., Cincinnati 14, Ohio. Phone GR 1-6611. 1360-4

Due to merger and consolidation of operations, following machines are available for prompt delivery at Standard Lines Service and Sunshine Arcade Laundry, Washington, D. C.—3-42 x 84" **TROY STAINLESS-STEEL** 4-compartment, 4-door **SLIDE-OUT** washers; 4-42 x 96" 4-compartment, 4-door, and 1-42 x 96" 3-compartment, 3-door **AMERICAN CASCADE WASHERS**, machines motor-driven, 220 volt, 3 phase, 60 cycle current, 4-42 x 42" **HUEBSCH** 4-coil **TUMBLERS**; 4-154 PC **PROSPERITY DUCK COAT** presses; 3-Prosperity **PO MUSHROOM PRESSES**; 2-Prosperity 454 PC **BODY PRESSES**; 1-RELIABLE 7" **FUR FUMIGATING CABINET**; 1-30" American extractor, motor-driven; 5-NATIONAL **FANTOM-FAST MARKING** machines; 2-LANG **LISTING MACHINES**; 3-carpet-cleaning rotary brushes. Machines in operation, an inspection recommended to appreciate value. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 1330-4

Eight late model 42" Butler drycleaning presses; 2 Butler toppers; like new. 1 new Hoffman X pants legger. Very special prices. **GARDNER MACHINERY CORP., Box 10001, Charlotte, N. C.** 1370-4

MACHINERY WANTED

SCHRAMM DOUBLE BRUSHER WANTED, 220 volt, 3 phase, 60 cycle. The Amy Company, 10321 Jasper Ave., Cleveland 11, Ohio. 1145-3

WANTED: MONEL OR STAINLESS-STEEL CYLINDERS OR COMPLETE WASHERS, ANY SIZE, ANY CONDITION. WILL PAY TOP PRICES. WRITE, WIRE OR CALL—ALL PURPOSE PLASTICS, INC., 650 39th AVE. N.E., MEMPHIS 21, TENN. PHONE SUNSET 8-3866. 1319-3

WANTED: 60" or 72" shakeout tumbler, hot or cold. Service Laundry, 3320 W. Lake St., Chicago, Ill. 991-3

Purkett tumbler, used, large size, George N. Vander May, Little Falls Laundry, Little Falls, New Jersey. Phone Little Falls 4-0400. 1367-3

POWER PLANT EQUIPMENT FOR SALE

BOILERS FOR SALE: 1—Cleave Brooks 125 H.P. oil fired #5 oil with new tubes; 1—New Steammaster 40 H.P. water tube oil-fired; 1—Used 100 H.P. Cleave Brooks 125 W. P. oil-fired #3 oil. Priced very reasonably. Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago, Ill. 711-36

BOILERS—HIGH PRESSURE: We carry a large selection of ASME National Board high pressure boilers—gas, oil, coal fired—ranging from 10 to 1,000 hp.; each guaranteed to excellent condition; sales sheet and complete data sent upon request. **WABASH POWER EQUIPMENT COMPANY, 31 E. Congress, Chicago, Illinois.** 1245-36

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa.** 654-13

BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners-laundries that gets new business at low cost. Write for free samples. Reba Martin Advertising, 4201 N. W. 2nd Ave., Miami 37, Fla. 607-10

HELP WANTED

FOREMAN. One of the largest and most progressive drycleaning chains in the New York metropolitan area, with well over 100 stores, is seeking a foreman for its spotting department. This job can be a stepping stone to unlimited advancement, as our company has a firm policy of promoting from its own ranks. If you are between 21 and 30 years of age, have completed high school or its equivalent, and would like to become permanently connected with this rapidly growing company, write and tell us about yourself. Box 58, Whitestone, Long Island, N. Y. 1366-7

Production superintendent for laundry and drycleaning plant: One-floor plant, running between \$4,000 and \$5,000, anxious to increase at least \$1,000 weekly. Must be able to produce quality work at a reasonable cost. Duties will include hiring personnel, controlling and maintaining discipline, and getting work out promptly so that it is delivered at the proper time. If not thoroughly experienced in both branches, would prefer laundry. Applicant please state age, experience, and write a few lines about yourself. Will request references at a future interview. **ADDRESS, Box 1361, STARCHROOM LAUNDRY JOURNAL.** -7

Man to take charge of production of finishing department of medium-sized laundry situated in Midwest. **ADDRESS, Box 1353, STARCHROOM LAUNDRY JOURNAL.** -7

INDUSTRIAL LAUNDRY in Midwest has opening for experienced laundry man as day shift supervisor. This is a real opportunity to become production manager in a large installation. The pay is good, the conditions right. Your reply will be held confidential. **ADDRESS, Box 1373, STARCHROOM LAUNDRY JOURNAL.** -7

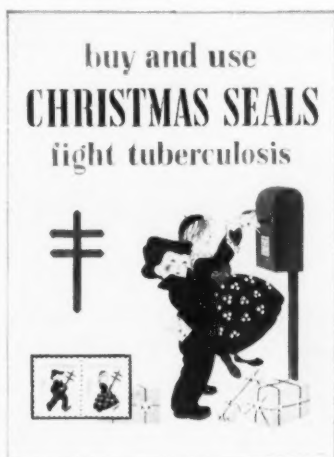
PROGRESSIVE MANAGER for modern laundry and drycleaning plant, central New York. Outstanding opportunity and good salary and possibility of purchasing half interest for man who can qualify. Old-established plant doing profitable business in fast-growing community. **ADDRESS, Box 1371, STARCHROOM LAUNDRY JOURNAL.** -7

ROUTE MANAGER: INDUSTRIAL LAUNDRY. SERVICING WORK CLOTHES, SHOP APRONS. LOCATION CONNECTICUT. NO LAUNDRY EXPERIENCE NECESSARY. MUST BE DEPENDABLE, TAKE OVER ROUTES, CHECK INVENTORIES, CHECK DAILY CASH AND CHARGES. SALARY \$5,000, EMPLOYEE FAMILY BENEFITS. REPLIES CONFIDENTIAL. ADDRESS, Box 1312, STARCHROOM LAUNDRY JOURNAL. -7

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Help win the battle against everybody's enemy—tuberculosis. And help in the care and cure of its victims.

Buy and use Christmas Seals on all your holiday cards and packages.



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STARCHROOM LAUNDRY JOURNAL

HELP WANTED (Cont'd)

Foreman for mechanized volume rug cleaning plant in Middle West, experienced in all departments including repairing. **ADDRESS, Box 1297, STARCHROOM LAUNDRY JOURNAL.** -7

Wanted: Manager-superintendent for laundry-cleaning plant in western North Carolina, thoroughly familiar in all phases of business. Good salary, prefer young man about 35. **ADDRESS, Box 1320, STARCHROOM LAUNDRY JOURNAL.** -7

ASSISTANT SUPERINTENDENT—Large family laundry located in Indianapolis, Indiana, has opening for qualified man to assume production responsibilities. Position offers excellent opportunity and good starting salary. Applicant must be experienced supervisor or A.I.L. graduate. Write all qualifications including salary to—Excelsior Laundry Company, 840 North New Jersey Street, Indianapolis, Indiana. 1314-7

Experienced man to head route sales department. Give full background and salary requirements. Johnson Launderers and Cleaners, Albert Lea, Minn. 1346-7

Working foreman, new modern plant. Must be capable of training help and maintaining high standard of quality and production. State education, experience, age, marital status and salary expected. 11 routes, Midwest. **ADDRESS, Box 1331, STARCHROOM LAUNDRY JOURNAL.** -7

Route Sales Manager—conduct sales meetings, establish solicitation program, train new men, etc. 11 routes, Midwest. State education, experience, age, marital status, and salary expected. **ADDRESS, Box 1348, STARCHROOM LAUNDRY JOURNAL.** -7

PROGRESSIVE MANAGER, for New England's most modern plant, who has proven ability in laundry, cleaning and sales. Salary commensurate with your ability, \$8,000 up. J. A. Baggott, Country Club, Inc., Warren, Rhode Island. 1332-7

SITUATIONS WANTED

Laundry executive with twenty-five years experience desires position with reliable concern. Available now. Address, J. Paul Upson, 2830 Sherbrooke Road, Toledo 6, Ohio. Phone LAwndale 7706. 1352-5

Laundry manager, fully experienced in all phases commercial, family or linen supply. Prefer metropolitan New York. Well recommended. **ADDRESS, Box 1372, STARCHROOM LAUNDRY JOURNAL.** -5

SALESMEN-DISTRIBUTORS WANTED

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flameproofing. Quality House Furniture Cleaners, Inc., 312 E. 102nd St., New York 29, N. Y. 1016-14

Sell laundry and drycleaning machinery and supplies on commission basis—guaranteed salary and expenses. Liberal commissions. Live in Charlotte, N. C. Applicants must have background in laundries and cleaning plants. Write giving last 15 years resume. Replies will be confidential. **ADDRESS, Box 1345, STARCHROOM LAUNDRY JOURNAL.** -14

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

MERCHANDISE FOR SALE

MANUFACTURER SELLING OUT SURPLUS 24 x 35 NYLON LAUNDRY NETS, \$13.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. L. S. SUPPLY COMPANY, 168 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 1350-45

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J.** 1228-37

CARDING WIRE

CARDING WIRE: For curtain and blanket stretchers. **G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass.** 3240-38

LAUNDRIES and CLEANING PLANTS FOR SALE

Central Florida—Complete laundry, drycleaning and rug shampooing plant, over \$40,000 gross business. Price \$39,500 with real estate. **ADDRESS, Box 1149, STARCHROOM LAUNDRY JOURNAL.** -2

Complete small laundry in center of fast-growing Virginia town for sale. Wish to retire. Room for expansion and drycleaning. **ADDRESS, Box 1201, STARCHROOM LAUNDRY JOURNAL.** -2

Southeastern South Dakota—city of 14,000—land, building, equipment and goodwill. One owner, business established since 1903. Volume \$70,000. Price \$58,000, one-third down. **ADDRESS, Box 1369, STARCHROOM LAUNDRY JOURNAL.** -2

FOR SALE: Modern laundry and drycleaning plant, also storage vault, in fast-growing Mississippi town. Cover large territory, minimum competition. 1955 volume over \$150,000. Established 27 years, two owners. Trucks, land, buildings and equipment at less than replacement. Easily recover investment in 10 years or less. Discuss reasons for selling with interested buyer. **ADDRESS, Box 1365, STARCHROOM LAUNDRY JOURNAL.** -2

FOR SALE: Laundry and drycleaning plant. Ten years of operation, well established in popular east Texas city of over 5,000. Grossed \$114,000 last year. Includes building and lot or will sell separate and lease real estate. Write for information. **ADDRESS, Box 1364, STARCHROOM LAUNDRY JOURNAL.** -2

MODERN LAUNDRY AND DRYCLEANING PLANT in fastest-growing section of Southern California. Annual gross \$320,000, shows 40% increase over last year. Profits above average. Health and desire to retire reason for selling. Will sell all or lease buildings. Terms. \$85,000 down will handle. **ADDRESS, Box 1363, STARCHROOM LAUNDRY JOURNAL.** -2

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In The Wash...

Iceland, Anyone?

To the Editor:

This headquarters is attempting to recruit a qualified laundry and drycleaning plant manager for our installation at Iceland.

We are writing to you for whatever assistance your organization may be able to provide in the way of publicizing our vacancy in your JOURNAL. As indicated above, the position is that of laundry and drycleaning plant manager, GS-10, \$5,915 per annum plus 15 percent differential and separation allowance if eligible. The position is located in the Base Laundry and Drycleaning Plant, Keflavik Airport, Iceland, the function of which is to provide laundry and drycleaning service for military and civilian personnel stationed at Keflavik Airport. Incumbent of this position will be assigned as Laundry Officer in complete charge of all operations.

Qualified individuals who are interested in this position may be advised to contact this headquarters, Attn: Civilian Personnel Division, for further information relative to this position and employment in Iceland.

A. E. STONE
Chief, Civilian Personnel Division
Military Air Transport Service
United States Air Force
Washington 25, D. C.

More "Grass Roots" Groups Urged

To the Editor:

From personal contact with you, I know that you, along with Russ Rose of AIL, also believe that there should be more clubs around the country like the Metropolitan Young Laundry Executives.

Instead of "clubs" I should say discussion groups that meet with individual discussion leaders and not just "guest" speakers. Each leader to present his thoughts on a topic of importance to our industry and then moderate the meeting through an open floor discussion.

I know of several plants that surely would have gone under if their young executives had not absorbed the confidence and belief that this industry does have a future. The determination to "make it go" was only achieved

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

The Editor
Starchroom Laundry Journal
305 East 45th Street
New York 17, N. Y.

through repeated group contact. It was not achieved by a single stirring speech or a gimmick or a new method.

It was not the copying of someone else's method so much as it was the new belief that since this industry does have a future, there must be determined mental and physical effort expended to achieve results.

And since success breeds success, this group discussion approach has produced results.

It is my belief that all the good that AIL, state organization, Betty Best, auditors, etc., have promoted has not been as effective as it could have been because we have constantly tried to "tell" and "pressure" each other.

We haven't discussed and sold each other on some basic fundamentals and then used the auditor's knowledge, the methods, and the gimmicks and the cooperative value of Betty Best type promotions to make these fundamentals produce results.

What are some of these fundamentals?

One: We must make a profit. It is amazing how black figures help to inspire better quality.

Two: We must realize we have a vast untapped market. Every house on every street in every town is spending not less than \$4 a week—one way or via a combination of ways—to get its laundry and cleaning done.

Three: We must convince people of our ability to help them achieve the American way of life.

Certainly, when we produce an acceptable service, we are as important as the milkman, the baker or the fuel dealer. Ever hear of a woman buying a cow to save money?

How do we sell the fundamentals? Over the years "telling" has not pro-

duced enough results. We should try a better method. I suggest that "grass-roots" meetings will prove to be a more effective way. Let us try sitting and talking together enough times so that we "sell" ourselves.

Customers who "come" to us stay longer and are less trouble than the ones we high-pressure into "trying" us.

What would happen if you were to prove that the potential of our market is so large as to be almost beyond comprehension?

What would happen if you could point out that as our economy improves with a resultant increase in *leisure and discretionary spending* our industry is not going to have enough plants to process the load? Women do not bake bread, milk cows or chop firewood any more. Our industry is next in line.

I am convinced that if you were to state that the large plantowners do have a united belief that this industry does have a future and that the *right* cooperative efforts will bring that future closer faster, impact of this repetition will bring results over and above your wildest dreams.

You of course understand that I am not offering a fixed procedure for you to accept or reject; but rather the thought of a united approach to solving the problem of defeatism by presenting facts.

It is my belief that what I am proposing will be an effective way to get each individual operator to "self-inflct" himself with the belief that since there is a vast market, he can get his full share by making a personal effort and by joining a cooperative one also.

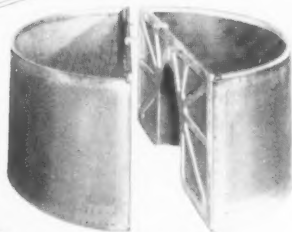
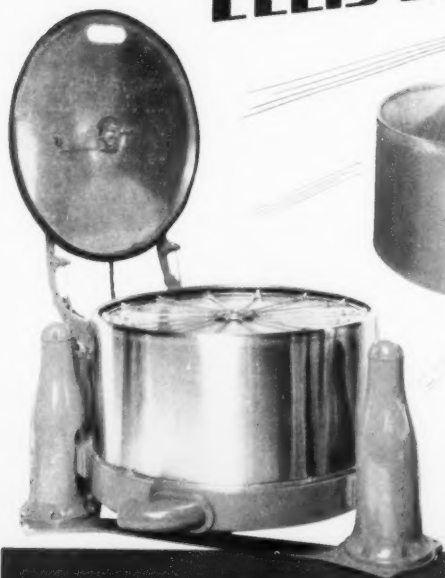
WM. L. GEORGE
Plainfield, N. J.

We have been greatly impressed by the enthusiasm of small groups such as the annual Young Men's Conference on the national level, and the MYLE and the California Cost Bureau on the local and regional levels. There is also a decided trend toward the small group conference technique at many state conventions. Properly directed, the small group seems to inspire confidence and cooperation. We'd like to see more of them.

—EDITOR

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OPEN TOP
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INSPECTION
POSITION
showing Cover
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locked position



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tainer



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Container

The AUTOMATIC CURB is special equipment that represents another outstanding example of Ellis development, engineering and design.

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It brings to full reality the complete, automatic operation of the Ellis pneumatically controlled Unloading Type Extractor.

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ELLIS UNLOADING EXTRACTOR WITH AUTOMATIC BASKET CURB

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- COMPLETE SAFETY
- FULLY AUTOMATIC

The basket curb is an integral part of the cover. When the loaded open-top type containers are placed in the extractor, the timer is set for the desired run. The cover now closes automatically, positions the curb over the containers and locks it to the basket. At the end of extraction cycle, when basket comes to a dead stop, the curb is unlocked and retrieved into the cover which then opens.



ELLIS Automatic Curb Type Extractors are designed to accommodate all types of containers, including the old style fixed curb, the removable curb type, and the new open type. Write for details of this time-saving equipment.

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HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

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